

LIFE



NORTH ATLANTIC PATROL

JANUARY 19, 1942 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



"WHEN SHE SQUIRTS, SHE'S TENDER!"
—the familiar and commonly used "Thumbnail Test" for determining harvesting time of corn. Obviously there are as many degrees of tenderness as there are kinds of thumbnails.



NOW SCIENCE SAYS WHEN

Technically trained experts in laboratories at each cannery determine "the fleeting moment of perfect flavor and tenderness" for harvest. Only the very young corn is used for Niblets Brand.

No Rule of Thumb—

in Niblets Brand Whole Kernel Corn



TO MAKE IT TASTE BETTER—Pour contents in open saucepan with salt and pat of butter on top. Place over medium heat, stirring several times. When butter is melted (4 or 5 minutes) corn will be piping hot without being overcooked. Serve in hot dish.



"NIBLETS" BRAND
REG. U.S. PAT. OFF.

One 12-oz. can contains 4 or 5 generous servings. Average vitamin content in International Units—when heated as for serving—vitamin A (as carotene), 675; vitamin C (as ascorbic acid), 419.

In baking, too hot an oven can spoil the cake.
In sewing, a crooked seam can ruin the style.
In canning corn, a few hours too long in the field can make the difference between corn that is tender and that which is tough.

Moisture content of the kernels is the measure of tenderness. In Niblets Brand Corn it is never allowed to vary more than two per cent.

The corn is picked, cut from the cob and vacuum packed at the "cornological moment"—before it can "set" or toughen.

There is nothing else like it in husk or can. It was born in the Hiawatha country of Minnesota and refined through years of scientific breeding work.

These are some of the reasons why you can depend on Niblets Brand whole kernel corn for its good-every-time quality.



The farmer knows how well it's grown.
The grocer knows how well it's packed.
The housewife knows how good it tastes... NIBLETS BRAND WHOLE KERNEL CORN. Look for the Green Giant on the label.

Packed only by Minnesota Valley Canning Company, headquarters, Le Sueur, Minn. Also packers of Green Giant Brand Peas.



What can a man believe in?

It didn't seem too much to ask for.

A doll like Mary's.

Help in passing your arithmetic test.

A clear day for the Sunday picnic.

Maybe none of those things came true. Maybe it seemed as though your pleas fell upon deaf ears. Yet, deep down inside, you felt better, stronger.

You know why, now. Even if your prayers weren't answered, you had found something. It was bigger than you. It gave you hope and courage.

Something men call faith. Something to believe in, always.



Every Squibb product—whether made especially for prescription by the medical profession or for proper everyday use in the home—bears an individual control number. It means that each detail in the product's making has been checked against Squibb's high standards and recorded under that number at the Squibb Laboratories. Look for the name and control number when you buy. You can believe in Squibb.

E·R·SQUIBB & SONS

Manufacturing Chemists to the Medical Profession Since 1858

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

Capt. 1942 by E. R. Squibb & Sons

This One



G2JL-DOX-Z2J3



SOMEBODY VERY NICE surely will... if you'll just discover the secret of bathing away body odor with one soap that will actually adorn your skin with a protecting fragrance... a fragrance men love! It's no longer necessary to risk your daintiness with an unpleasant smelling soap!

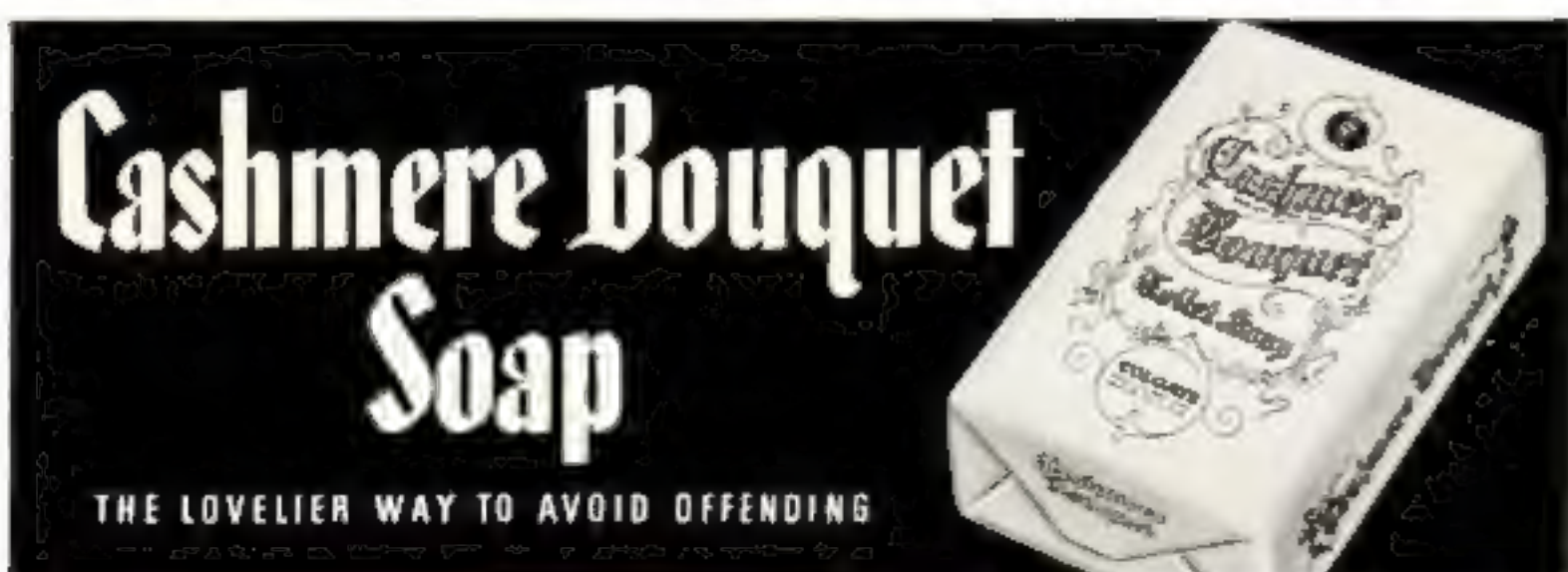


WELL, THERE IS! It's gentle, fragrant Cashmere Bouquet Soap! You'll simply adore its rich, cleansing suds that banish body odor, leave your skin enticingly soft and smooth... subtly, alluringly scented with Cashmere Bouquet's protecting fragrance!

INDEED IT DOES! The exquisite, lingering scent of Cashmere Bouquet's costlier perfume has helped ensnare many a male heart! And thousands of women have proved to themselves Cashmere Bouquet is one perfumed soap that won't irritate their skin!



NOW YOU'RE TALKING! Smart girls like you catch on quick... discover the lovelier way to avoid offending—to be utterly sure with Cashmere Bouquet! You appreciate Cashmere Bouquet's costlier perfume! You realize there's no finer complexion care than Cashmere Bouquet, every day... that it's one perfumed soap that can agree with your skin! Be smart... get a half dozen cakes of Cashmere Bouquet Soap—today!



LETTERS TO THE EDITORS

Troop Train

Sirs:

For something of the thoughts in the minds of the soldiers riding troop trains during Christmas week (LIFE, Dec. 29), read this letter, received on Christmas day by my sister from her husband, an officer in the U. S. Army. She has given me permission to send it to you. Its contents express, I believe, the true spirit of America at War. "Our train is made up of three box cars, three flat cars, four pullmans and one baggage. We got a real break on the pullmans. The movement of troops is so great that they had to give us crack air-conditioned pullmans instead of tourist. We are really enjoying them."

"I shall speak cryptically from now on as all orders are secret and subject to change. The boys are in fine fettle considering that we have had no lay-overs of sufficient length to let them exercise. We may order the train crew to lay over just to allow the men to stretch and exercise. We have plenty of time to wonder about where we are headed eventually. The officers themselves know nothing."

"Some of the cases are rather pathetic but we are all in the same boat; one married in New York one morning and received a telegram to return immediately; at least three had big weddings fully planned and were never allowed to go to New York; one traveled all the way home to the Canadian border and on arrival received the wire at the station to return! C'est la guerre!"

"... We may be stationed permanently or we may move on elsewhere. If I told you anything else, it would be less than the truth. You and I know that Americans must face the harsh reality. They must black out their personal feelings and desires as well as their windows—and the sooner the better, if some day we are to enjoy God's sunshine through those windows again as free people."

"So, my darling, we may look for any turn of events—for this is war. After ten months' training, it is maneuvers for keeps. We will have our guns awaiting us on arrival."

G. A. PETITT JR.

Birmingham, Ala.

Sailor Girls

Sirs:

I was very disappointed not to see any mention of the women of the U. S.



TRUCKLOAD OF YEOMEN (F)

Naval Reserve Forces of 1917 in your Speaking of Pictures story on the last war (LIFE, Dec. 29).

I think it was the first time in the history of the U. S. that women were allowed in the U. S. Navy. We were sworn in like "regular gobs," wore uniforms, with sleeve insignia as "Yeoman (F)."

When Liberty Bonds were to be sold, we "sailor girls" went out in trucks to the main streets of the city and sold them among the passing crowds.

CORNELIA LOUGHRAN

Houston, Texas

Farmerette

Sirs:

You showed a picture of the farmerettes of 1917 but, as you may not know, Mrs. Roosevelt recently suggested that a land army of farmerettes might be necessary to harvest next year's crops. We submit this 1942 model, Texas Farmerette Jackie Thomas, University of Texas student from Dallas, Texas. We expect her, and other beautiful Texas girls, to serve a two-fold purpose: first, to act on Mrs. Roosevelt's sug-

gestion; second, to bring Johnny marching back to the farm.

U. E. McDONALD
Commissioner

Texas State Department of Agriculture
Austin, Texas



LANDSCAPE DECORATION

Hog Island

Sirs:

Under Speaking of Pictures, there is this statement: "... but first freighter wasn't delivered until after Armistice." I am under the impression that some Hog Island boats were in service before the Armistice. In fact, on the day of the Armistice I was in a destroyer which made contact with a convoy approaching Europe, in which was the famous *Tuckahoe*, said to have been built in 34 days at Hog Island.

P. V. H. WEEMS
Lt. Cmdr., U. S. N., Ret.

Annapolis, Md.

● Commander Weems, father of Ensign George T. Weems and the Weems System of Navigation (LIFE, Dec. 29), should know.—ED.

Another Weems

Sirs:

In your issue of Dec. 29 you had an excellent article by Oliver Jensen on Ensign George T. Weems of Annapolis.

Here is another of the large and talented Weems family in the service of his country: Aviator Cadet Thomas Nathaniel Weems, nephew of Lieutenant Commander P. V. H. Weems, U. S. Navy retired, and cousin of Ensign Weems.

Cadet Weems is here shown studying the mysteries of navigation, of which his uncle is such a master, at the Pan-



NAVIGATOR WEEMS

American Navigation School at Coral Gables, under the jurisdiction of this headquarters.

D. J. DUVAL
Captain, Air Corps

Montgomery, Ala.

Pearl Harbor Survivors

Sirs:

We knew by telegram that our sister, who went to Hawaii last July to marry Staff Sergeant Honour, was alive and unhurt after the Jap attack. But we did not know what she had really been

(continued on p. 4)

Did you buy any of these books this past year?



For every two you did buy, you could have received one of these



Free

Pictured here are the most recent books that were Club Selections and Book-Dividends. Members do not have to take the selection every month; they may buy as few as four a year. But whenever they do buy the Club's selections they receive one book-dividend (shown at left) FREE for every two selections (shown above) they buy.

WHAT A SUBSCRIPTION

TO THE BOOK-OF-THE-MONTH CLUB INVOLVES:

OVER 450,000 book-reading families now belong to the Book-of-the-Month Club. They do so, in order to keep themselves from missing the new books they are really interested in.

As a Club member, you receive an advance publication report about the judges' choice—and also reports about all other important coming books. If you decide you want the book-of-the-month, you let it come. If not (on a blank always provided) you can specify some other book you may want, or simply say: "Send me nothing."

More often than not our judges' choices are books you find yourself buying anyway. For every two books-of-the-month you buy you receive, free, one of our book-dividends.

These books can be given because so many

subscribers ordinarily want the book-of-the-month that an enormous edition can be printed. The saving on this quantity-production enables the Club to buy the right to print other fine library volumes. These are then manufactured and distributed free among subscribers. During 1941 over \$5,000,000 worth of free books (retail value) were given to the Club's members—given, not sold!

Your obligation as a member is simple. You pay no yearly fee. You merely agree to buy no fewer than four books-of-the-month in any twelve-month period. You can end your subscription at any time after taking four books-of-the-month. You pay for the books as you receive them—the regular retail price (frequently less) plus 10¢ to cover postage and other mailing charges.

A FREE COPY... TO NEW MEMBERS OF ANY ONE OF THE BOOK-DIVIDENDS SHOWN ABOVE

Begin your subscription to the Book-of-the-Month Club with one of its selections pictured in the top row. Surely, among them is one you have promised yourself to get and read. As a new member, the Club will send you free, any one of the recent book-dividends shown in bottom row.

BOOK-OF-THE-MONTH CLUB, 385 Madison Ave., N. Y.

Please enroll me as a member. I am to receive a free copy of any one of your recent book-dividends shown in bottom row, and for every two books-of-the-month I purchase from the Club, I am to receive free, the current book-dividend then being distributed. I agree to purchase at least four books-of-the-month each year from the Club.

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Books shipped to Canadian members, Duty Paid, thru Book-of-the-Month Club (Canada) Ltd.

STARTLING RESULTS

Revealed in Records of Medically-Supervised Test of

VICKS A-B-C PLAN



If you're bothered with sniffles, coughing spells, muscular soreness or tightness, congestion in upper bronchial tubes—if colds make you miserable—this news will interest you! . . . In a great winter test that lasted 154 days and included 2,650 children, Vicks ABC Plan demonstrated its effectiveness. Doctors' reports show its followers had fewer colds—shorter colds—less than half as much sickness from colds! This home guide may do less for you and yours—it may do more! IT'S CERTAINLY WORTH TRYING . . . Just do this: (A) Observe a few simple health rules. (B) Use Vicks Va-tro-nol at the right time. (C) Use Vicks VapoRub at the right time.

When to Use These 2 Clinic-Tested Medications



AT FIRST SNIFFLE, SNEEZE—or sign of nasal irritation—put a few drops of Vicks Va-tro-nol up each nostril and feel this special medication go to work. It is designed to aid your natural defenses against colds and help prevent many colds from developing. . . . IF YOU SHOULD HAVE A HEAD COLD, Va-tro-nol does three important things to relieve distress. (1) Shrinks swollen membranes. (2) Soothes irritation. (3) Helps clear our nasal passages. And quickly makes breathing easier! Follow directions in folder.

Clinic-Tested
**VICKS
VA-TRO-NOL**



IF A COLD SHOULD STRIKE—slip by precautions—relieve misery the IMPROVED Vicks way. This treatment takes only 3 minutes—and makes Vicks VapoRub give EVEN BETTER RESULTS THAN EVER BEFORE! . . . PENETRATES to upper bronchial tubes with soothing medicinal vapors . . . STIMULATES chest and back surfaces like a warming poultice . . . AND WORKS FOR HOURS to ease coughing and congestion in upper breathing passages, relieve muscular soreness or tightness. To get such relief, massage VapoRub for 3 minutes on the BACK, on the throat and chest—then spread a thick layer on the chest and cover up. Try it!

Clinic-Tested
**VICKS
VAPORUB**

You'll Find Complete Details of Vicks ABC Plan in Your Package of Vicks

LETTERS TO THE EDITORS

(continued)



AFTER JAP ATTACK



BEFORE JAP ATTACK

through until we saw that touching picture of her embracing her husband after the raid (LIFE, Dec. 29).

Enclosed is a snapshot showing what she really looks like, with her husband, in front of their home which was damaged by machine guns during the attack.

GERTRUDE DAVIS

Bloomfield, N. J.

Bombs

Sirs:

In your article, Anatomy of Bombs (LIFE, Dec. 29), you state that incendiary bombs are inextinguishable, except with special and unavailable chemicals.

Though true until recently, the statement is no longer so. After 15 months' research we have produced "Chem-Control" which extinguishes incendiary bombs in 12 seconds. Approved by major A.R.P. ministerial authorities in Britain. It has stood the test of the blitz months. Constituents are expensive and difficult to get in Britain but are cheap and easily obtainable in the States.

W. F. DREW, Ph.D., M.A.
Chem-Control Products
Haddington, East Lothian, Scotland

• Until Chem-Control and other companies get their special chemicals into quantity production, they will remain unavailable for the average target of an incendiary bomb.—ED.

Sirs:

The usefulness of your timely article, Anatomy of Bombs, would have been increased by inclusion of a section devoted to bombs filled either with mustard gas or arsenical smokes. Aircraft bombs are well suited for gas filling as they can be built with much thinner casing than shells which must withstand the shock of discharge from a cannon.

No doubt the Axis leaders have already noted the point LIFE makes that with explosives and incendiaries

SCIENCE FINDS NEW TWO-WAY TREATMENT FOR ATHLETE'S FOOT



DAILY 2-WAY USE of Quinsana Powder is producing remarkable results. (1) On feet, helps clear up Athlete's Foot infection. (2) In shoes, helps prevent re-infection.

IN 1270 TEST CASES, using this two-way Quinsana treatment, infection disappeared in all but 6% of cases within only 30 days. Such successes are typical.

USE QUINSANA DAILY for aid in prevention and relief. Easy to use, economical. Excellent for excessive perspiration, foot-odor. 35¢ at druggists, army post exchanges, etc.



VARICOSE VEINS

Need Not Keep You From Having

*Beautiful
Legs*

A new two-way stretch stocking that gives perfect support entirely unnoticeable under sheerest silk hose. Now, bulky elastic stockings are unnecessary. At Department, Surgical or Drug Stores.

SEND
FOR
BOOKLET



Mail
Coupon
Today

BELL-HORN Tropical Height ELASTIC STOCKINGS

BELL-HORN, 451 North 3rd St., Philadelphia, Pa.

Send me helpful free booklet: New Facts about Varicose Veins and Beautiful Legs.

NAME _____

ADDRESS _____

AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS

(continued on p. 6)

IT'S BETTER THAN EVER, AMERICA! NEW 1942 LIFEBOUOY

NEW ADDED
NEW INGREDIENT
NEW VANISHING
SAME SCENT
PROTECTIVE
LATHER

HAVE you tried Lifebuoy lately? Have you noticed how mild it is to your skin? How quickly its new scent vanishes? And, of course, new Lifebuoy has the same protective lather that millions have come to rely on for personal freshness... for protection against "B.O." and germs. New 1942 Lifebuoy now on sale everywhere, in same familiar package. It's America's most popular bath soap!



✓ CHECK YOUR POPULARITY RATING

Which of these 5 things is making you unhappy?

- ☐ Can't meet right people
- ☐ Can't get ahead
- ☐ Can't keep friends
- ☐ Can't get invited places
- ☐ Can't find romance

Millions have found that one little thing may mean the difference between success and failure

YOU MAY
Offend
21 People
a day—
DON'T LET THIS
HAPPEN TO YOU



Why take 21 chances?

Check-ups show the average man or woman meets 21 people a day. That's how many bad impressions "B.O." can make!

Let a daily Lifebuoy bath keep you from offending. And remember, heavy winter clothes and heated homes make it especially wise to play safe. That calls for Lifebuoy—the soap made expressly to prevent "B.O." (body odor). Get New 1942 Lifebuoy today and know that you don't offend.

SAME FAMILIAR PACKAGE



USE IT DAILY



Make this Vanishing Scent Test!

New 1942 Lifebuoy, with its exclusive, purifying ingredient, quickly does its work—then its scent vanishes. Wash hands with Lifebuoy. Rinse and dry. After a few moments see how naturally fresh and clean your hands smell, without a trace of odor or perfume. That's Lifebuoy's amazing new Vanishing Scent.

NEW 1942 LIFEBOUOY
FROM HEAD TO TOE IT STOPS "B.O."

WHY IS DADDY MAD AT US?



Dad's not really angry, son. He's just tired and out of sorts. And that's because he doesn't take as good care of himself as he does of you. You know how mother and dad look after you, make sure you eat properly, insist that you keep regular. That's why they give you those swell California Prunes for breakfast.

Too bad more grown-ups don't take their own advice and stay regular by eating six delicious California Prunes for breakfast every morning.

A 30-SECOND HEALTH QUIZ

Q. What is a practical health program that is easy to follow?

A. (1) Eat well-balanced meals. (2) Get plenty of sleep. (3) Exercise moderately but regularly. (4) Avoid sluggishness by eating six delicious California prunes for breakfast every morning.

Q. Do California prunes really correct sluggishness?

A. Yes, they have a natural regulative effect. That is why doctors generally recommend them for children. California prunes also contain the important vitamins A, B, C (B₂), and are a good source of calcium, phosphorus and iron.

Q. But don't prunes get tiresome when you eat them every morning?

A. No. They can be served in many different ways. For example...

TRY CALIFORNIA PRUNES THESE 3 DELICIOUS WAYS



1 Serve six California prunes with milk or cream.



2 Put six tasty prunes on your favorite cereal.



3 Squeeze lemon juice on six California prunes.

For Free File of Prune Recipes write to



California PRUNE GROWERS

DEPT. C, 59 SUTTER ST., SAN FRANCISCO, CALIF.

LETTERS TO THE EDITORS

(continued)

"indiscriminate area bombing is ... more than half waste." They are also aware that this objection cannot be raised against such gas bombing of crowded cities, even though, as LIFE suggests, these cities may be "more than 50% open space."

Americans should seem to have small cause to look with either surprise or disbelief on Major General J. F. C. Fuller's prediction: "I believe that in future warfare great cities, such as London, will be attacked from the air—and that a fleet of 500 airplanes, each carrying 500 10-lb. bombs of, let us suppose, mustard gas, might cause 200,000 minor casualties and throw the whole city into panic within half an hour of their arrival."

LINCOLN LA PAZ

Columbus, Ohio

● Such a huge and expensive undertaking as a 500-plane gas raid could achieve only temporary damage—200,000 minor casualties and panic—which would net the enemy nothing if not followed up by vigorous action with other weapons. The test of war has further proved that cities are not helpless victims of air attack. The techniques of civilian defense and the resilience of civilian morale have pared down the estimates of General Fuller and other pre-war prophets. Best advice: in a gas raid, stay indoors above the third floor where heavier-than-air gases will not penetrate.—ED.

Boy and Girl

Sirs:

One of LIFE's most memorable covers was the picture by Alfred Eisenstaedt of the boy and girl at a Bowdoin house party riding in a sleigh (LIFE,



BOWDOIN SLEIGH RIDE



HAPPY BRIDE & GROOM

Jan. 8, 1940). I had the pleasure on Dec. 29 of photographing them myself—at their wedding. Here they are: Ensign (U. S. N. R.) and Mrs. E. Harold Pottle Jr., riding home from the ceremony.

ROGER A. WINTERS

East Orange, N. J.



Balance DOES IT!

Pacific Balanced Sheets, described on the opposite page, may be purchased at these and other fine stores:

Allentown, Pa.	THE COTTON SHOP
Asheville, N. C.	BON MARCHÉ, INC.
Ashland, Ky.	THE PARSONS FAULKNER CO.
Baltimore, Md.	HUTZLER'S Downstairs
Baton Rouge, La.	GOUDCHAUX'S
Boise, Idaho	FALK'S DEPT. STORE
Boston, Mass.	R. H. WHITE CO.
Bridgeport, Conn.	THE D. M. READ CO.
Buffalo, N. Y.	HENS & KELLY, INC.
Burlington, Iowa	J. S. SCHRAMM CO.
Cedar Rapids, Iowa	THE KILLIAN COMPANY
Chattanooga, Tenn.	MILLER BROS. CO.
Cleveland, Ohio	HIGBEE'S Basement Store
Columbus, Ohio	F. & R. LAZARUS & CO.
Corinth, Miss.	ABE RUBEL & CO.
Dayton, Ohio	THE RIKE-KUMLER CO.
Detroit, Mich.	THE J. L. HUDSON COMPANY
El Paso, Tex.	THE WHITE HOUSE
Green Bay, Wis.	Stebbins
Sturgeon Bay, Wis.	H. C. PRANGE CO.
Greenville, S. C.	NELMS & BLUM
Harrisburg, Pa.	MEYERS-ARNOLD
Hartford, Conn.	BOWMAN & CO.
Indianapolis, Ind.	BROWN-THOMSON, INC.
Indianapolis, Ind.	L. S. AYRES & CO.
Janestown, N. Y.	HIGGLOW'S
Lancaster, Ohio	THE CHAS. P. WISEMAN CO.
Lewiston, Idaho	BRATTON'S
Lexington, Ky.	SLEEPY-HEAD HOUSE
Lincoln, Neb.	GOLD & CO., Basement
Little Rock, Ark.	M. M. COHN CO.
Los Angeles, Cal.	BULLOCK'S DOWN-TOWN
Madison, Wis.	THE KESSEICH CORP.
Memphis, Tenn.	J. GOLDSMITH & SONS CO.
Milwaukee, Wis.	SCHUSTER'S
Minneapolis, Minn.	THE DAYTON CO.
Mobile, Ala.	L. HAMMEL DRY GOODS CO.
Newark, N. J.	HAHNE & CO.
New Castle, Pa.	STROUSS-HIRSHBERG CO.
New York, N. Y.	STERN BROS.
Norfolk, Neb.	A. T. HUTCHINSON CO.
Omaha, Neb.	THOS. KILPATRICK & CO.
Peoria, Ill.	BLOCK AND KUHLE
Philadelphia, Pa.	STRAWBRIDGE & CLOTHIER
Pittsburgh, Pa.	JOS. HORNE CO., Downstairs
Portland, Maine	SESTER-RANDALL CO.
Portsmouth, Va.	C. S. WEISS & SONS
Providence, R. I.	THE OUTLET CO.
Richmond, Va.	THALHIMER BROS.
Rochester, N. Y.	McCURDY'S Basement Store
Rockford, Ill.	HESS BROS.
St. Louis, Mo.	STIX, BAER & FULLER, Downstairs
San Francisco, Cal.	THE EMPORIUM
Saratoga, Pa.	CLELAND-SIMPSON CO.
Sheridan, Wyo.	STEVENS, FRYBERGER & CO.
Spartanburg, S. C.	THE AUG. W. SMITH CO.
Spokane, Wash.	THE CRESCENT
Springfield, Mass.	FORBES & WALLACE, INC.
Syracuse, N. Y.	CHAPPELL'S
Toledo, Ohio	THE LAMSON BROS. CO.
Washington, D. C.	S. KANN SONS CO.
Waterbury, Conn.	HOWLAND-JUGUES CO.
Wichita, Kan.	ROBARAUGH-BUCK
Wilkes-Barre, Pa.	FOWLER, DICK & WALKER - The Boston Store
Wisconsin Rapids, Wis.	JOHNSON & HILL CO.
Worcester, Mass.	C. T. SHERER CO., INC.
Youngstown, Ohio	STROUSS-HIRSHBERG CO.

If you do not find a convenient store listed here, write to Pacific Mills, 214 Church Street, New York, for the name of the nearest one.

PACIFIC
Balanced
SHEETS

BALANCE

does it!

HERE'S HOW*



If we'd merely described this trick, you wouldn't have believed it. Even with a photograph, you're skeptical. The only way you'll really believe that it can be done is to *do it yourself!*

Same way with Pacific Balanced Sheets. We can tell you till doomsday, by word and picture, that they're better. But the only way you'll really believe that they're better, and benefit by their extra advantages, is to *try them yourself!*

There's a very good reason why they *are* better. They're made on the principle of *balance*. Strength, whiteness, softness, smoothness and fineness are in perfect proportion. This means far greater all-around satisfaction.

Pacific Balanced Sheets are available in three weights: *Pacific Truth*, a fine, long-lasting muslin, balanced at 131 threads to the square inch; *Pacific Heavy Muslin*, an exceptionally strong sheet, balanced at 142 threads; *Pacific Percale*, exquisitely soft, smooth and fine, balanced at 182 threads.

On the opposite page there is a list of stores which carry Pacific Sheets. If a convenient store is not mentioned, write to PACIFIC MILLS, 214 Church Street, New York, for the name of the nearest one.

***TO BALANCE THE FORK AND SPOON** Interlace tip of spoon with tines of fork, keeping the uppermost tine *inside* bowl of spoon. Slip end of match between first and second tine. Lay matchstick on rim of glass, carefully balancing. (Not every spoon and fork will balance with each other; experiment.) Light match; when flame reaches rim of glass it will go out. Gently remove burnt part.



THE PACIFIC FACBOOK will help you choose the best Pacific Sheet for you. Attached to each one, it tells you all the facts you want to know with respect to Pacific Percale, Pacific Heavy Muslin, Pacific Truth: size, quality of fibre, type of weave, thread count, weight, finish, breaking strength, shrinkage. This really *is* an informative label!



PACIFIC

Balanced

SHEETS

Pacific Balanced Sheets are made by the makers of Pacific Fating Fabrics



SPEAKING OF PICTURES...

... "WE DID IT BEFORE. WE'LL DO IT AGAIN" IN THE PHILIPPINES

One after one, since Dec. 7, American flags flying over the Philippines have been hauled down and trampled upon. After 40 peaceful years, a temporary end has come to U. S. control of the strategic Pacific archipelago.

To most Americans, the fall of the Philippines seems one of the bitterest pages in U. S. history. Someday they expect to get them back. By last week they were ready to agree enthusiastically with Brigadier General Dion Williams of the Marine Corps (*p. 11*) who in 1898 raised



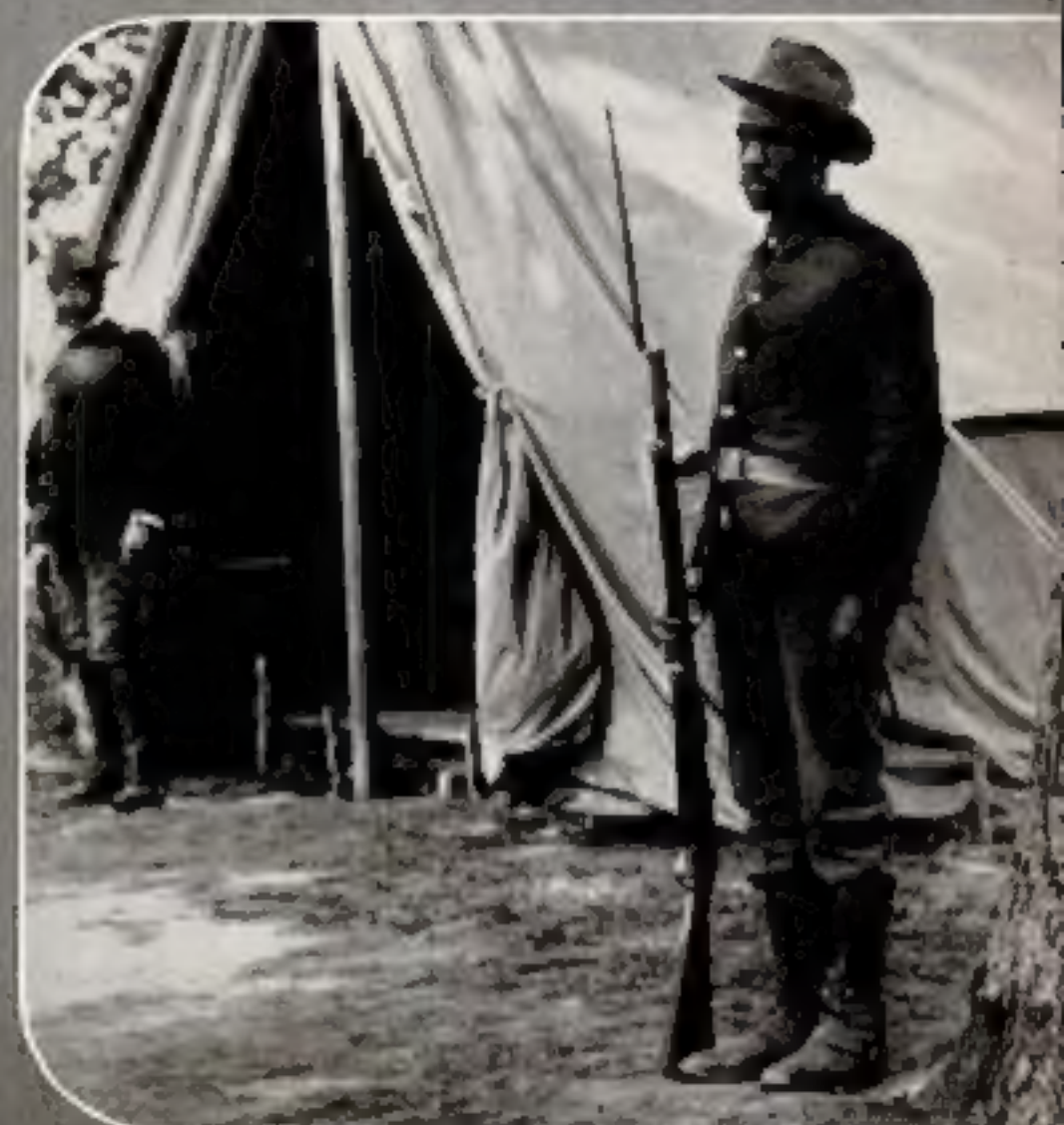
AT THE PRESIDIO IN SAN FRANCISCO, SOLDIERS CAMPED WHILE WAITING ORDERS TO EMBARK FOR THE PHILIPPINES



FROM SAN FRANCISCO WITH TROOPS SAILED HUNDREDS



NEAR MANILA THIS WRECKED SPANISH FORT SHOWS HOW ACCURATE WERE THE GUNS OF DEWEY'S AMERICAN FLEET



IN A CAMP NEAR MANILA, AFTER SPANISH SURRENDER



13TH MINNESOTA REGIMENT GOES INTO ACTION AGAINST A SPANISH BLOCKHOUSE DEFENDING THE CITY OF MANILA



AFTER ENCOUNTER WITH FILIPINO GUERRILLA TROOPS.

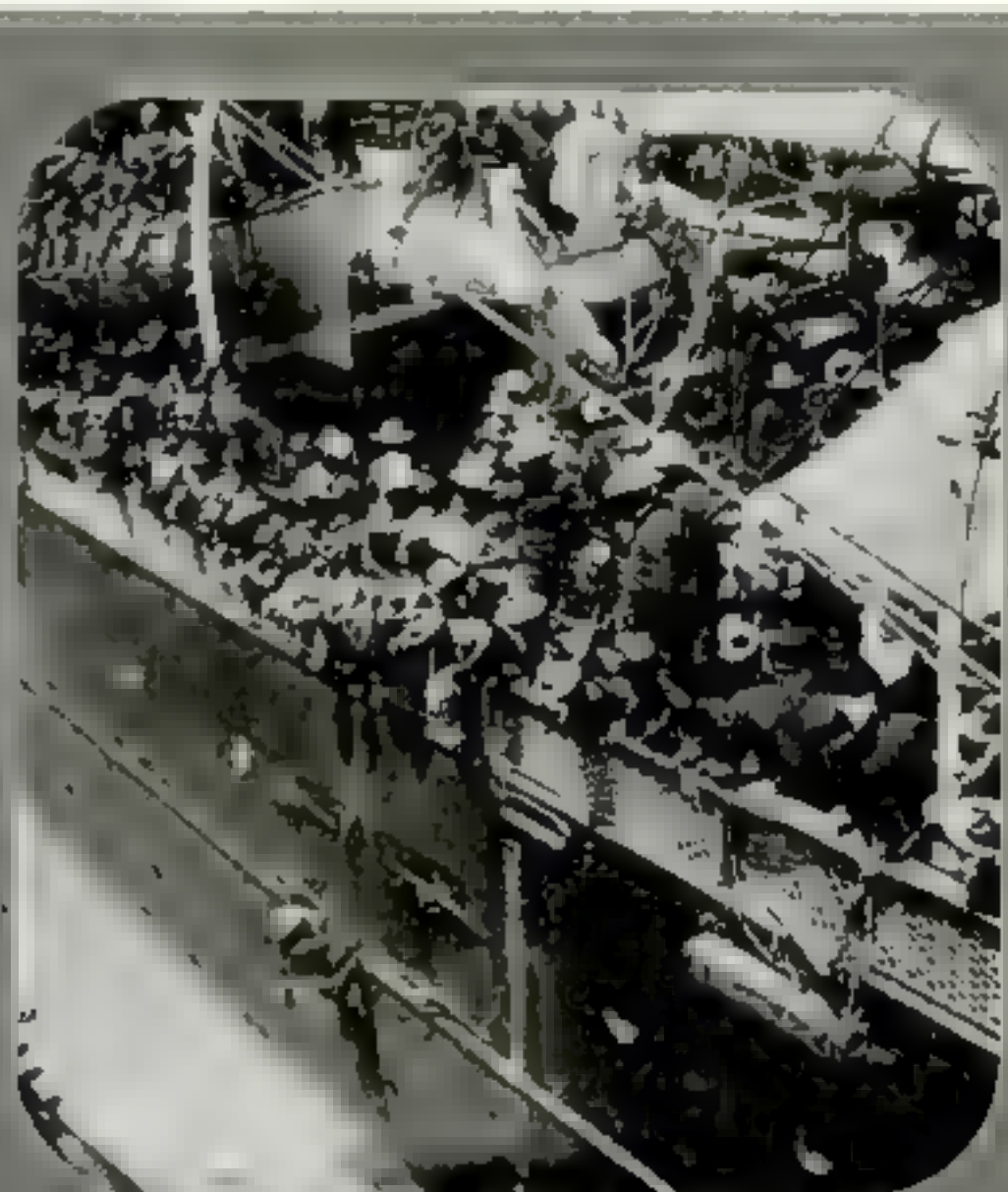
the first American flag over the Philippines, said Lie, "The flag we raised at Cavite will fly again. We did it before. We'll do it again."

How the Americans once took the Philippines, first from the Spanish, then from the Filipinos themselves, is shown in these old pictures. It began in 1898, a glorious year everywhere from the U. S. point of view. When war with Spain came, Commodore George Dewey's Pacific squadron was at anchor in Hong Kong. On orders

from Washington it steamed to the Philippines, silently entered the harbor of Manila at midnight on April 30. Past Corregidor it moved, approached the Spanish Fleet at Cavite. Said Dewey, "You may fire when you are ready, Gridley," and the battle was on. By noon the next day all the Spanish ships were sunk, while not a single American ship had been badly damaged, nor a single American killed.

Four months later, after troop transports like those

shown below had arrived, the Americans entered Manila. The Spanish were beaten, but Aguinaldo and his Filipino insurgents remained. To beat them took three years of hard fighting by 30,000 U. S. soldiers, among whose commanders was Major General Arthur MacArthur, father of General Douglas MacArthur, present commander in the Philippines. Only after Filipino guerrilla fighters had been chased far into the mountains and Aguinaldo himself captured, was peace restored.



The answer to a "modern's" prayer

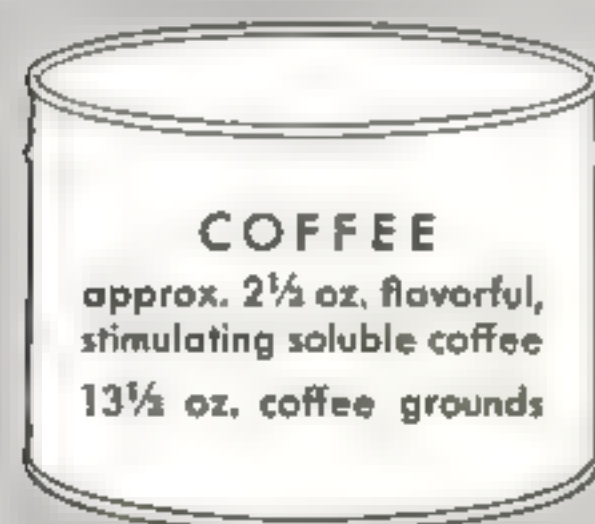
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SAVES TIME
SAVES WORK
SUPERB FLAVOR



NESCAFÉ IS THE NESTLÉ WAY. This Nestlé product is composed of equal parts of skillfully brewed soluble coffee and added carbohydrates (dextrins, maltose and dextrose) to protect the flavor. To a brew of choice coffee we add the carbohydrates to seal in the coffee's flavor, then dry and powder for your quick and easy use. The carbohydrates are added for the sole purpose of protecting the coffee's goodness, flavor and stimulation until you release them in your cup—the carbohydrates do not dilute the coffee's flavor or strength.

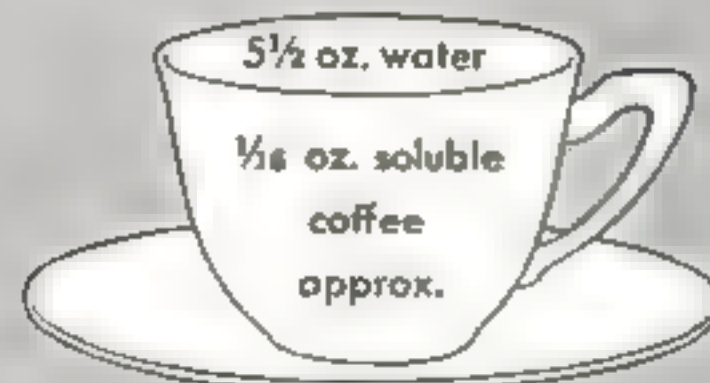
NESCAFÉ IS THE MODERN WAY—because it's made in a minute—right in the cup. Here is all that you do—take a teaspoonful of Nescafé—add hot water and it's ready to serve. No waste—you make just what you need. No disappointments—it's simple to make Nescafé to suit individual taste by simply varying the amount used—and it's easy to make the same strength every time. No coffee-pot needed—no grounds to dispose of, yet flavor... ah! magnificent! Try Nescafé today (costs about 1¢ a cup in the 12 oz. economy can). Your grocer has it.



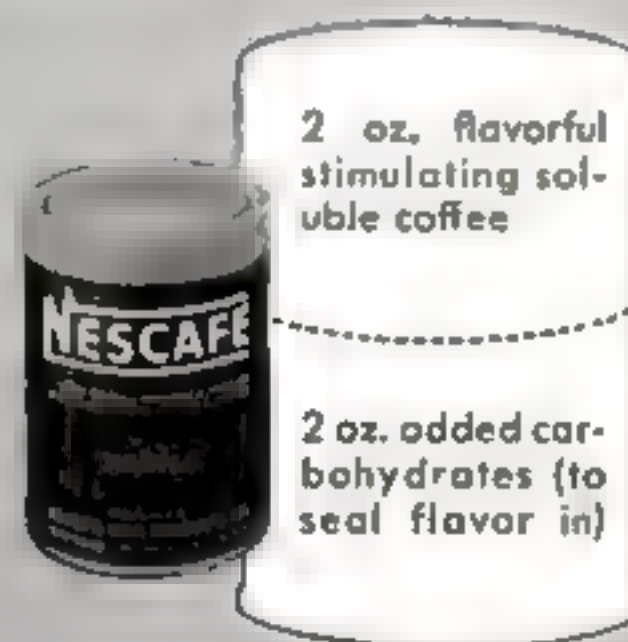
COFFEE
approx. 2½ oz. flavorful,
stimulating soluble coffee
13½ oz. coffee grounds

**IN ONE POUND
OF GOOD GRADE
ROASTED COFFEE**

Here's what you get
when you make a
5½ oz. cup of coffee,
using a TABLE-
SPOON for each cup



5½ oz. water
½ oz. soluble
coffee
approx.

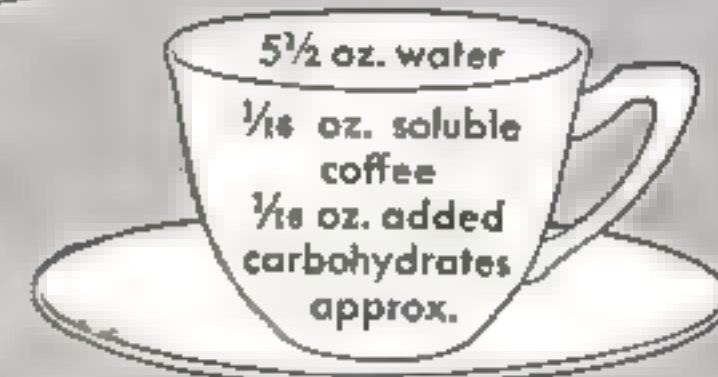


2 oz. flavorful
stimulating sol-
uble coffee

2 oz. added car-
bohydrates (to
seal flavor in)

**IN 4 OUNCES
OF NESCAFÉ**

Here's what you get
when you make a 5½
oz. cup of Nescafé
using a TEASPOON
for each cup



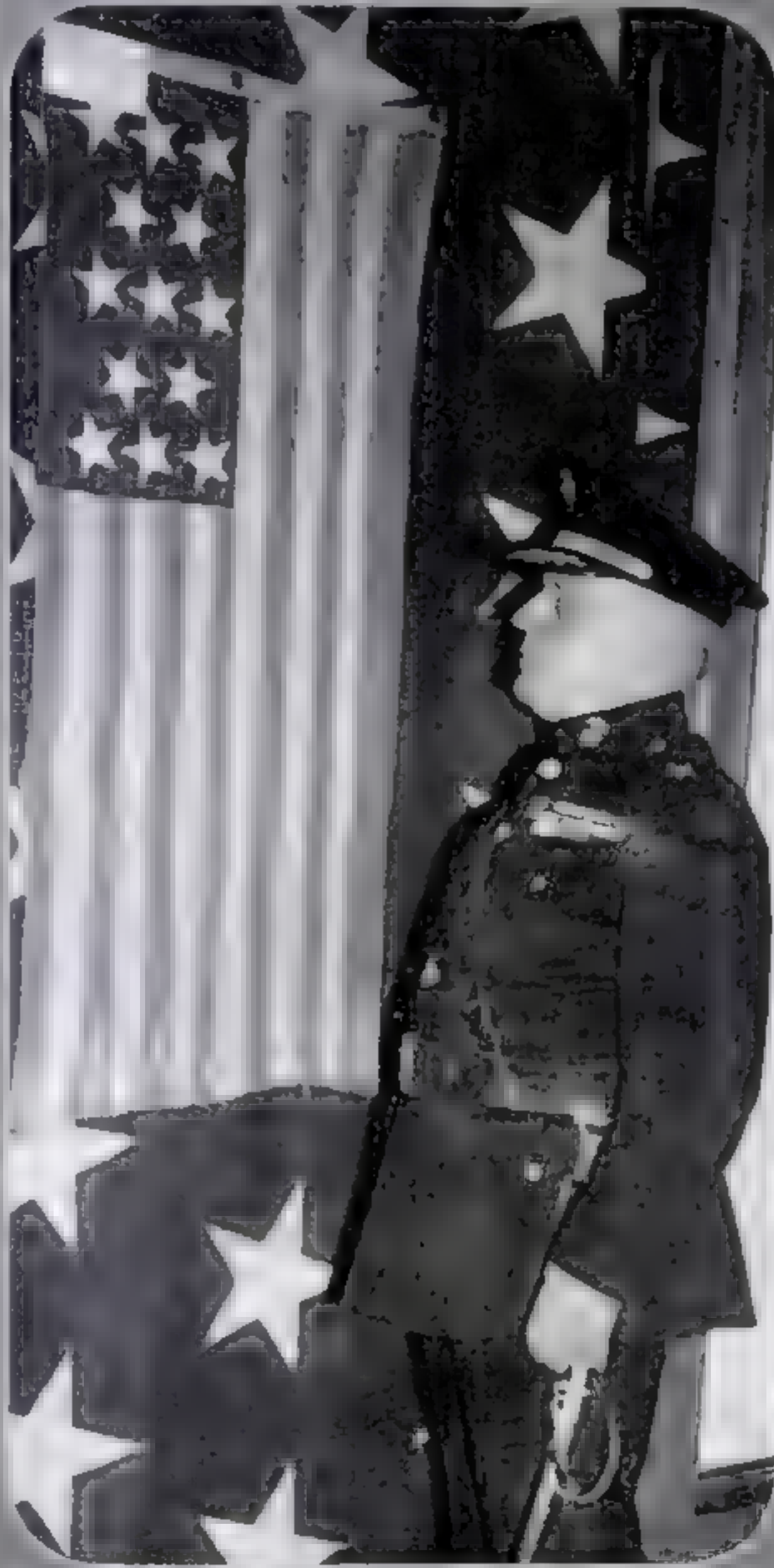
5½ oz. water
½ oz. soluble
coffee
½ oz. added
carbohydrates
approx.

In fine coffee made the ordinary way...and in Nescafé, you get the same amount of flavorful soluble coffee. The added carbohydrates in Nescafé seal in the full flavor and goodness of the fine coffee from which it is made.

A NESTLÉ PRODUCT COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) TO PROTECT THE FLAVOR.

AMERICAN HISTORY

(continued)



GENERAL WILLIAMS LOOKS AT THE FLAG HE RAISED AT SAVATE IN 1891

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OILS! THIS FILM E-A-S-E-S THE
SHARP EDGE OF YOUR RAZOR
S-M-O-O-T-H-L-Y
ALONG!**



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HALF-POUND**



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LIFE'S COVER

LIFE



The startling figure on the cover is dressed in the new "Man from Mars" cold-weather gear that is worn by men of the U. S. Navy on North Atlantic Patrol. Made of "jungle cloth," the material is resistant to wind, rain, sleet and ice. Besides goggles and gloves, the "Man from Mars" wears a mask that covers the face and neck, a zipped-up jacket and a helmet—put on in that order. The flap over the mouth can be opened. For more on the North Atlantic Patrol and its Martian-like heroes, see the journal and drawings of Griffith Baily Coale on pages 39-43.

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Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE, 330 East 11th Street, Chicago, Illinois.

LIFE is published weekly by Time Inc.—Editorial and Advertising offices TIME & LIFE Bldg., Rockefeller Center, New York City—Henry R. Luce, Chairman, Roy E. Larsen, President, Charles L. Sullivan, Treasurer, David W. Brumbaugh, Secretary

SUBSCRIPTION RATES: One year, \$4.50 in the U. S. A., \$5.50 (Canadian dollars) in Canada including duty, \$6.00 in Pan American Union, elsewhere, \$6.00. Single copies in the U. S. A., 10¢, Canada, 12¢, U. S. Territories & Possessions, 15¢, elsewhere, 25¢.

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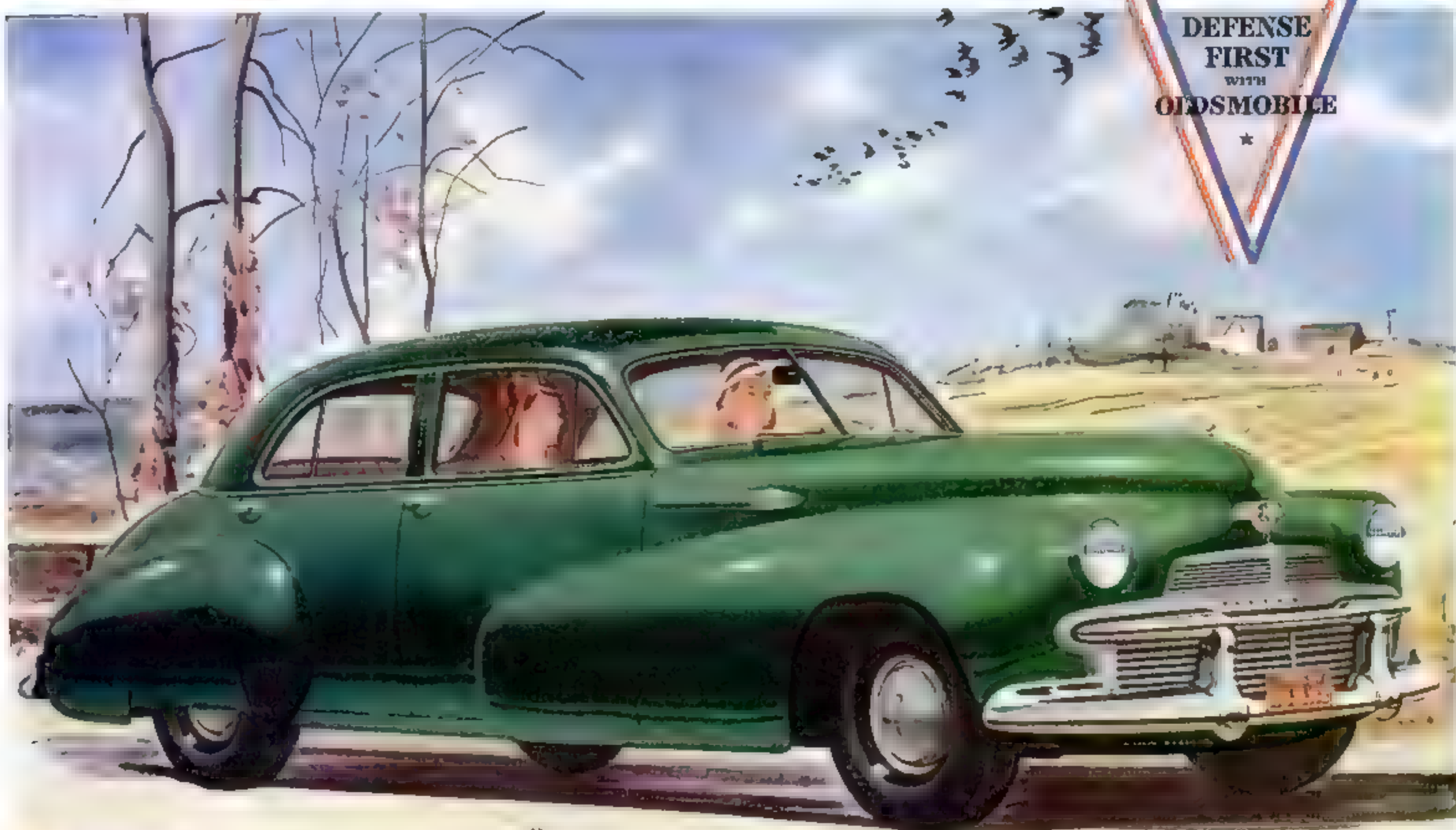
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turning out high-caliber artillery shell at the rate of thousands a day... and, at the same time, setting up for still further large-scale defense assignments. With facilities that remain, Oldsmobile is building the Olds B-44—but building it in limited quantities in order to release vital metals for other defense requirements. Thus, Oldsmobile contributes in two important ways to our country's armament program.



"She's a changed woman!"

"He's a changed man!"

"Nervous . . . touchy . . . too tired to have any fun—that was the old Doris! Running her legs off tending the water heater— Pampering the furnace like it was a baby— Spending too much time in the kitchen— But look at Doris now! Dishes . . . laundry . . . cleaning all so much easier because an Automatic Gas Water Heater

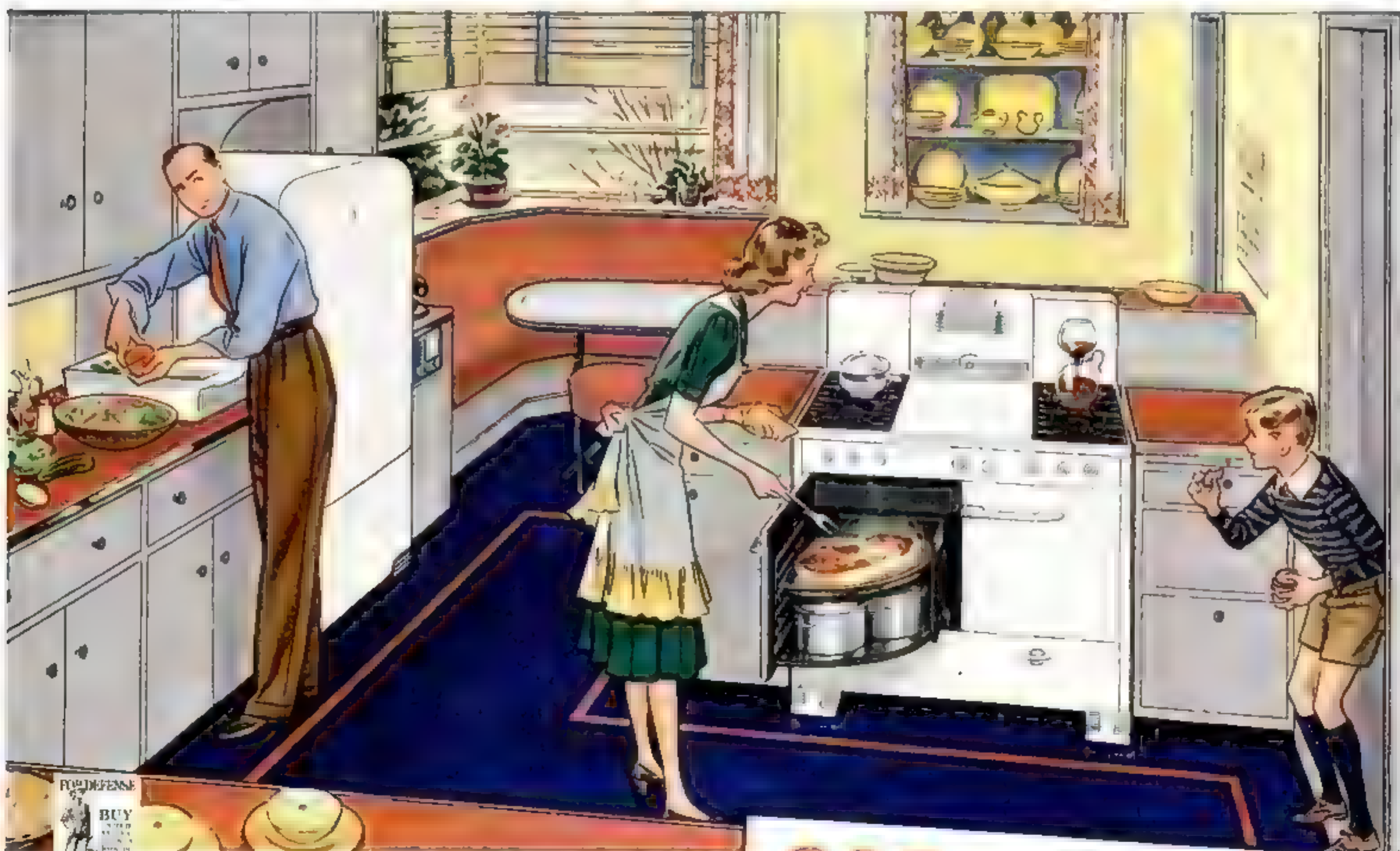
furnishes plenty of hot water—and needs no tending! Furnace worries over— Gas keeps the house warm automatically! No soot or dust— because Gas heat is clean! Cooking done quickly on a new CP* Gas range! Refrigeration problems ended by our reliable Gas refrigerator! Yes! since Gas does the big jobs in our home Doris is a changed woman!"



"Don would have you believe that I got all the breaks when we modernized our home with Gas! But I could tell him how his disposition's improved since automatic Gas heat has made furnace work and fuel problems things of the past! And how he comes whistling down to breakfast after a shower that never

turns cold in the middle! How he compliments me on my cooking for the first time in years! How he loves to show off our blessedly silent Gas refrigerator— How proud he is of a home that's run the modern, efficient way with Gas— proud of its comfort . . . low operating cost . . . the beauty of our new Gas appliances! Yes! Don's a changed man!"

*Certified Performance



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The variety of models of all Gas appliances has increased, but these models have been selected to provide the best combination of the most important operating features. If you are now unable to secure the Gas equipment you need, your present Gas appliances should be adjusted or repaired, if necessary, to render the most efficient service. Consult your Gas Appliance Dealer or Gas Company.
AMERICAN GAS ASSOCIATION



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Let GAS do the BIG JOBS in your home

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LIFE'S PICTURES

Thomas D. McAvoy, LIFE's staff photographer in Washington, has snapped President Roosevelt more often and more ably than any man alive. Although he sometimes gets away for an assignment on the Panama Canal or war-torn Italy (where he golfed with Count Ciano in early 1940), McAvoy's regular beat is the capital of the U. S. For this issue he took pictures of the President addressing Congress (p. 17) and of Winston Churchill (pp. 22-23).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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In how many of these 11 Important Ways

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Is your life insurance program up to date? Is it doing all the many things it can and should do for you? Are you taking full advantage of both the

knowledge and experience of your life insurance agent? There are several useful services he can perform for you—and here are a few of them:



1 HOW SHOULD YOU LEAVE YOUR life insurance money to your beneficiary? Most policies of \$1,000 or more give you the choice of four different methods. If you discuss them with your agent and decide on the plan best for you, he'll arrange to have it put into your policy.



2 IS YOUR BENEFICIARY provision up to date? Have you unknowingly disinherited possible future children? Should you appoint a new beneficiary or name a "contingent" (secondary) beneficiary? Your agent will gladly make the arrangements.



3 DOES SOCIAL SECURITY affect your life insurance planning? Perhaps you'd like your agent to show you how to estimate the benefits you and your family can expect to receive under the present Social Security Act; how these benefits can be tied in more effectively with your life insurance.



4 HAS A FINANCIAL SETBACK necessitated a change in your life insurance program? Your agent may be able to help you work things out. Possibly a different method of paying premiums, a policy loan, or a change to lower-premium insurance would be the best solution.



5 HAVE YOU A CLEAR PICTURE what your insurance will provide for your wife, expressed in terms of *monthly income* for various periods?



6 DO YOU KNOW WHAT KIND of policy is best suited to your needs and means? Your agent can explain the many types of life insurance

policies available, and help you choose the one best fitted to your particular circumstances.



7 HAVE YOUR CIRCUMSTANCES changed since you took out your last policy or last reviewed your program? A new home, a new child, a new job, or children now earning—any such change will often affect a man's life insurance program—as your agent can tell you.



8 WHAT ARE YOUR PLANS for retirement? Do you know what values your policies will give you at retirement age? Here, too, perhaps your agent can serve.



9 ARE THE LIFE INSURANCE holdings in your family properly distributed among family members? Is a larger proportion on the wage-earner's life desirable?



10 HAVE YOU A "LAPSED" policy that might be put back in force? Your agent can tell you if it *can* be reinstated, and if it's to your advantage to do so.



11 DO YOU HAVE PROPER knowledge of the benefits and provisions in your present policies? Do you know what options you have, and what they mean to you? Have you ever given your life insurance agent a good opportunity to review your policy provisions with you?

If you feel your life insurance agent can be of help to you in any of these 11 ways, why not call him in? He knows the better he serves you, the better you will appreciate your life insurance.

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PRESIDENT FRANKLIN D. ROOSEVELT ADDRESSES CONGRESS AND THE NATION ON TUESDAY, JAN. 8, 1942

LIFE

Vol. 12, No. 3

January 19, 1942

WAR PLANS

THE PRESIDENT CALLS FOR
PLANES, TANKS, BILLIONS
AND A WORLDWIDE A. E. F.

Last week the President told the nation what it would take to win the war. He spoke from the familiar rostrum of the House of Representatives in Washington, in his annual address on the State of the Union. The words he used, the figures he cited were enormous, staggering, beyond anything ever attempted by any nation on earth. Already he has ordered U. S. factories to produce 60,000 planes, 45,000 tanks, 20,000 anti-aircraft guns, 8,000,000 tons of new shipping in 1942. For 1943, the year of the Allied "big push," the goal is 125,000 more planes, 75,000 more tanks, 50,000 more anti-aircraft guns, 10,000,000 tons of ships.

This was the blueprint of victory that Americans had been eagerly waiting for ever since Pearl Harbor. The President followed it with words that reached every American heart: "We shall carry the attack to the enemy—we shall hit him and hit him again wherever and whenever we can reach him." For the present, American armed forces will operate "in the Far East, in the oceans, in the British Isles, in the hemisphere." This was worldwide war. It would require not one new A. E. F., but many.

The cost—in blood, in sweat, in dollars—would be prodigious. For the coming fiscal year the President asked a war outlay of \$59,000,000,000—more than half the national income. Next day, in his State of the Union message, he suggested nine billion new taxes. Congressmen began discussing a new 5% withholding tax on all income, to be levied at the source. For the average U. S. citizen, scarcely able to grasp the President's vast figures, but willing to undertake anything that would mean the end of Hitler, the war was coming closer. From now on, except for the necessities of living, everything that Americans could make or earn must go toward winning the war.

Then, having told the country of his war plans, Franklin D. Roosevelt went on to complete one of the most momentous weeks in his momentous career.



War in Washington: A Senator's secretary finds the Senate office building equipped with sand to fight incendiaries.



185,000 PLANES FORM A MILE-WIDE BLANKET OF BOMBERS
UNDER A BLANKET OF FIGHTERS STRETCHING 117 MILES

* 1 MILE *

The clouds of planes and armadas of tanks that the U. S. must forge to win the war are here visualized in one tremendous soaring mass of fighting power. Placing a solid blan-

ket of fighter planes over another of bombers, the 185,000 planes to be made in 1942 and 1943 form a mighty column one mile wide and 117 miles long. The 120,000 tanks, in single

file, stretch from Salt Lake City to New York—more than 2,500 miles. To achieve this goal will bring much hardship, but, "Whatever the price, it is a thousand times worth it."

U. S. SETS ITS SIGHTS FOR VICTORY

Even the wildest expert guesses never predicted Nazi Germany with capacity to make more than 4,000 planes a month. Last week the U. S. learned from its President that this country must produce 5,000 planes a month in 1942 and more than 10,000 a month in 1943. "It will not be sufficient for us... to produce a slightly superior supply of munitions," said he. "The superiority of the United Nations must be overwhelming." His figures were overwhelming, but they were not beyond the reach of a united, determined America. From government agencies, from scores of industrialists, from labor leaders, congressmen, editors and plain U. S. citizens came an immediate response: "We can do it; we will do it."

On these pages LIFE has tried to give its readers a graphic idea of the nature and scale of U. S. war plans. The cut below, for instance, visualizes our goal for 1942. Imagine that each of these dots is an airplane—bomber, fighter, interceptor, patrol craft,—with a wing span of 50 to 150 ft., and you may be able to visualize the goal for the single year of 1942. If the same number of planes—60,000—could ever be lined up together, they would blanket a field the size of Manhattan Island.



105,000 planes, flying in rows of five, spaced 100 ft. apart from nose to tail, make a solid column 500 miles long—almost the entire length of the scattered Japanese islands shown above. Same number of planes could form double ring that would completely encircle the islands.

There are 60,000 white dots in the square below—one for each of the airplanes that U. S. factories must produce during 1942.



LIFE ON THE NEWSFRONTS OF THE WORLD

Japs advance on land but suffer at sea while the Russians break two German sieges

If wars could be won with money alone, the U. S. last week won the war. In the most astronomical budget in history, the President asked Congress for an outlay of \$59,000,000,000 in 1942 (see pages 17-19). An estimated \$12,000,000,000 will come from new taxes.

All last week, however, the relatively impoverished Japanese were proving that wars cannot be won until money is transformed into weapons and fighting men. On the Bataan Peninsula of Luzon they were pressing the American and Filipino forces of General Douglas MacArthur. Corregidor Island was under aerial siege. From Manila and the conquered countryside reports seeped through that the Japs were discriminating against white civilians. Jorge Vargas, former secretary to Filipino President Quezon, had already allowed the Japs to set him up as the Quisling-like "mayor" of Manila.



VARGAS

In Malaya the Allied position was nearly as grave. Kuala Lumpur, "rubber capital of the world" and gateway to Singapore 200 miles south, appeared on the verge of falling. The fighting was ferocious with the British firing point-blank at two-man Jap tankettes and five-man tanks and the Japs, disguised in some cases as Malayan soldiers, bicycling up to British positions at night and shooting the defenders from the rear.

In scenes reminiscent of France, civilians swarmed on the roads in flight toward Singapore. Abandoned cars lay in the roadside ditches and Jap planes swooped low to strafe the fleeing refugees. In an ominous tone Harold Guard of the U. P. cabled back from the front that he saw "the controlled 'salvaging' of all store stocks under way, with British troops apparently getting priority on the liquor and tobacco, although some natives were not doing badly"—i.e., there was looting.

Like Norway, Greece and Crete, Malaya was fast becoming another example of "too little and too late." British and Indian soldiers fought bitterly, but they were badly outnumbered, sadly underequipped. After four weeks of fighting without rest, they looked "sun-scorched, disheveled and weary."



CHIANG KAI-SHEK

Elsewhere, however, clouds passed across the path of the Rising Sun. British and American fliers raided Jap airdromes in occupied Thailand and set fires in two raids on Bangkok, the capital. And at Changsha, in south central China, the Chinese won a rip-roaring victory. For the third time the Japs tried to seize the city and for the third time they failed. Four divisions were routed and the dead lay in piles 15 corpses deep. Some 21,000 dead Japs were buried by the Chinese in two "tombs of the unknown invaders." Total Jap casualties may top 50,000.

Not only at Changsha did the forces of Generalissimo Chiang Kai-shek have the Japs on the run. The outskirts of Canton, held by the invaders since October 1938, were penetrated by the Chinese. Still other Chungking soldiers were posted in Burma ready to aid the British defenders. Unless large re-inforcements reach Singapore soon, that base's best hope is

a Chinese attack on Indo-China and Thailand for the purpose of drawing Jap troops out of Malaya and removing them from Singapore's neck.

Success at Sea. President Roosevelt last week issued a citation of the Wake Island Marines for their brave stand and for having sunk five enemy warships. No sooner was the citation publicly announced than the Navy, having received more details, made a proud correction. It was seven enemy ships sunk, not five—one cruiser, four destroyers, a gunboat and a submarine.

The Navy had other successes to report. Submarines of the Asiatic fleet sank one Jap transport and three 10,000-ton freighters. Another submarine destroyed a 2,300-ton freighter only 75 miles from Yokohama. The Army reported that its bombers had sunk at least one destroyer and made three direct hits on a Japanese battleship off the Philippine port of Davao.

"Unaccustomed" Germans. By official admission the Nazis in Russia were last week in an "unaccustomed" predicament. Nearly everywhere they were in retreat. Their siege before Leningrad, begun in August, was lifted. Their siege before Sevastopol, begun in November, was lifted. The Russians claimed to have 100,000 Germans penned up in Moshaisk. For the first time Moscow officially claimed that the invaders were commencing "to surrender en masse."

The Germans did little to deny the sharpness of their reverse. They spoke of "giving way step by step." They warned their people that their armies had not yet reached a "winter line." They proved how sorely their soldiers in Russia lack warm clothes by boasting that the following heirlooms had been sent to the front: a 100-year-old fur coat that belonged to Bismarck, a hunting coat worn by von Hindenburg, a sleeping bag that kept Baron von Richtofen warm in World War I.

Up and down the line the self-appointed "masters of Europe" were feeling less masterful. Rumanian soldiers, returning from the Russian war, were ordered to surrender their arms or face death—even if the reason for neglecting surrender was not a political one. This sounded as though some Rumanians were hoarding weapons for a later revolt. In Oslo, Josef Terboven, Nazi Commissioner of Occupied Norway, had the shrubbery around his estate burned so that his bodyguards could more easily see any would-be assassin approach.

In such an atmosphere unconfirmed rumors that the Gestapo was building pillboxes in German towns to discourage a possible Army putsch against the Nazi Party seemed less fanciful than usual. For the first time perhaps the Germans had a real case of jitters.



PRECAUTIONS AT TERBOVEN'S ESTATE

Enlistments. Enlistment in the Army and Navy went at record pace, having totaled 100,000 for December.



DEAN

Man Mountain Dean, bearded wrestler, shaved his fat face and joined the Army. Jack Dempsey, 46, tried to enlist, was turned down for being too old. Joe Louis, 27 and waiting to be called up, did his bit by knocking out Buddy Baer in one round, turning over all his \$70,000 share of the gate to the Navy Relief Fund.

Strains. Suddenly become the white-haired boy of war production, Walter Reuther, whose Reuther Plan for converting auto plants to defense use was kicked into the wastebasket last year, was sent touring auto plants to show the War Department just how conversion could best be accomplished. The auto industry was promised \$5,000,000,000 in war orders and the strains of making the gigantic conversion were showing.



REUTHER

The C. I. O. demanded that labor be given a big voice in production planning and that pooling of all auto resources be effected. The auto industry stood labor off, insisting that management could best plan and produce, that pooling should not be pushed too far lest it result in divided responsibility and breakdown. General Motor's President Charles E. Wilson called labor's plan a "socialization of industry."

Changes. The people began to feel the pinpricks of war. Congress was enacting a nationwide daylight saving which would save electric power and get everybody up and going at least an hour earlier. OPM ordered 60% of the country's distilling capacity to switch from making liquor to making ethyl alcohol for explosives. Producers of mouth washes, deodorants and vinegar were told to cut their consumption of ethyl alcohol at least 30%. The men's clothing makers talked about eliminating vests in order to save wool. Rubber rationing induced a run on ladies' girdles and there was danger that lack of rubber might stop production of brassieres.

PICTURE OF THE WEEK

The Brooklyn Navy Yard gave a send-off to hundreds of its civilian workers who had volunteered for service at Pearl Harbor. The Hawaii-bound volunteers paraded through the great avenues of the Navy Yard, then assembled at a flag-draped rostrum in front of the Marine barracks. There they were met by the yard commandant, Rear Admiral E. J. Marquart, who saluted them "as a part of our fighting Navy." They cheered when he declared: "Japan can't keep it up. God knows we can." They laughed when he told them the temperature never rose above a comfortable 84° in Hawaii "except in the sun." Marines crowding their barracks' porches gave the volunteers a long farewell cheer.

Brooklyn Navy Yard workers' service at Pearl Harbor

are told goodbye by their families





WITH CIGAR IN HAND, MR. CHURCHILL DEMONSTRATES HIS FAMOUS "SIREN SUIT" TO WHITE HOUSE PHOTOGRAPHERS. DIANA HOPKINS STRUGGLES TO KEEP FALA IN THE PICTURE

HAPPY WINSTON CHURCHILL TAKES A LITTLE TIME OFF AND ZIPS HIS ZIPPER SUIT

The Prime Minister of Great Britain could afford to relax—a little—last week. During his three bustling weeks in the U. S. and Canada, a great deal had been done. A unified command had been set up in the Pacific. A pact pledging 26 nations to fight the Axis to death had been signed. And his host, the President of the U. S., had clinched matters by announcing a vast production drive (see pp. 17-19).

So one nippy day Winston Churchill ambled out on

the White House lawn accompanied by the President's dog, Fala. Diana Hopkins, 9, her father, Harry, and Churchill's naval aide (see opposite page). The Prime Minister wore his powder-blue, zippered air-raid costume, which he calls a "siren suit." To photographers he chirped: "I can get into it in half a minute." But Washington's January air soon got in with him, and after ten minutes of amiable posing, Mr. Churchill hurried back into the warm White House to get on with the war.

AFTER TEN MINUTES CHURCHILL JUMPED UP AND ANNOUNCED HE WAS CHILLY



HE HEADED FOR WHITE HOUSE DOOR ON THE RUN AS PHOTOGRAPHERS CONTINUED TO SNAP







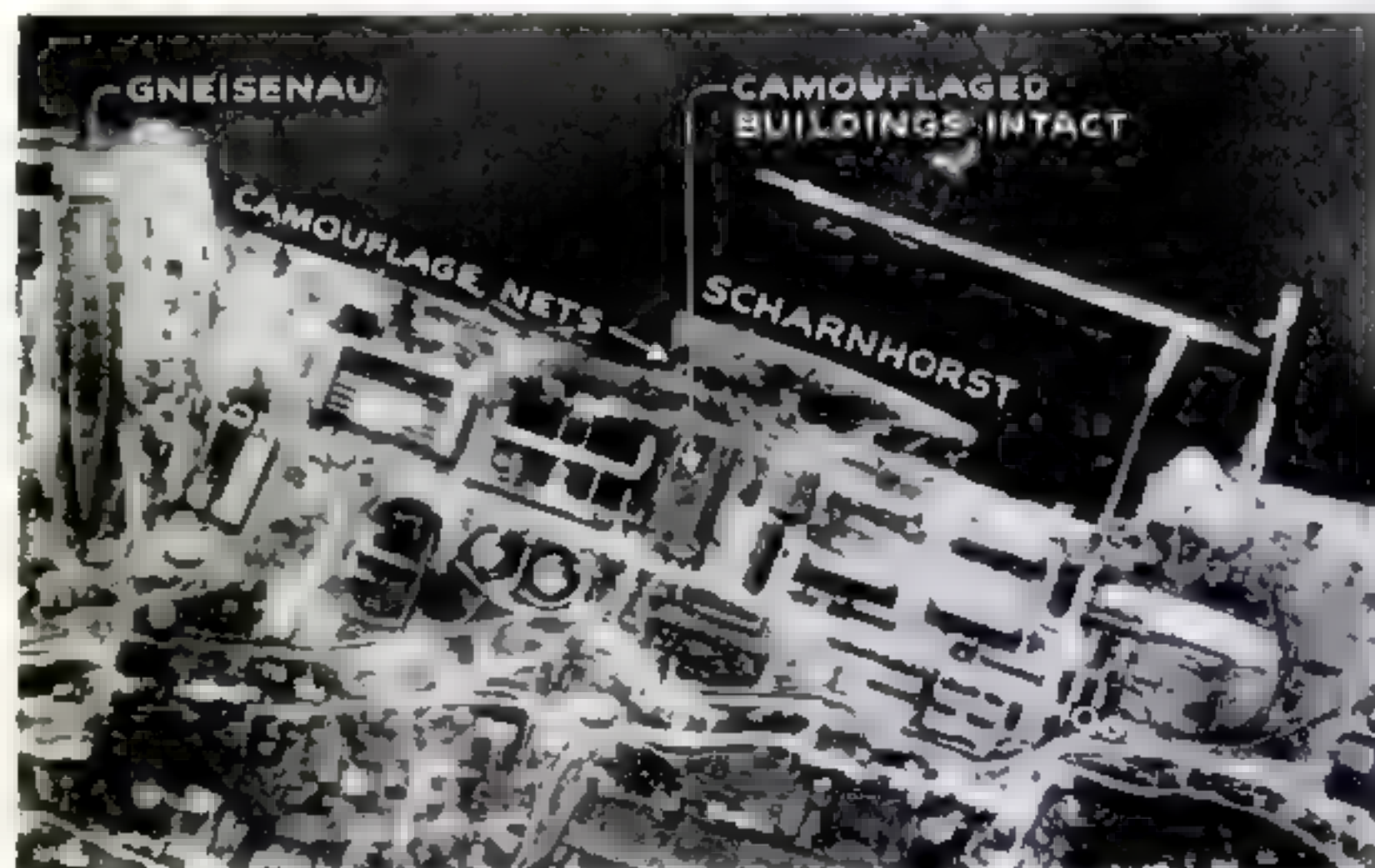
Core of German Navy, the heavily armored battleships *Gneisenau* and *Scharnhorst* and the heavy cruiser *Prinz Eugen*, lying in captured French naval base of Brest, are here sought out by Halifaxes of the British Bomber Command on Dec. 18.

This was the second of three British raids in 24 hours on Brest. Last week there were four more. Among the bombers was one

NAZI BATTLESHIPS BOMBED

BRITISH PLANES CATCH GERMAN NAVY AT BREST

The two German battleships in drydock at Brest (above and at right) have written one of the most exciting mystery stories of this war. In the war's first year they raided in the North Atlantic and returned in April 1940 to join in the invasion of Norway. The *Scharnhorst* fought a running duel off the coast of Norway with the battle cruiser *Renown*. Both the *Scharnhorst* and *Gneisenau* slashed at the British retreat from Narvik, sank the British aircraft carrier *Glorious*, an armed merchant cruiser and two destroyers. Thereafter, between raiding forays, they put in at Kiel for refit. But at Kiel, they attracted the attention of the British Bomber Command. A year ago, to distract the British from Kiel, the Germans transferred them to Brest on the French coast. One of them was moved briefly to La Pallice, then moved back. Otherwise, they have stayed in the drydocks at Brest, probably the most bombed single objects in German possession. The raid Dec. 18 cost the British five bombers and a fighter against eight German fighters, produced little provable damage. Could these two Nazi warships be smashed completely, they would release perhaps four British battle-ships which are now compelled to watch them.



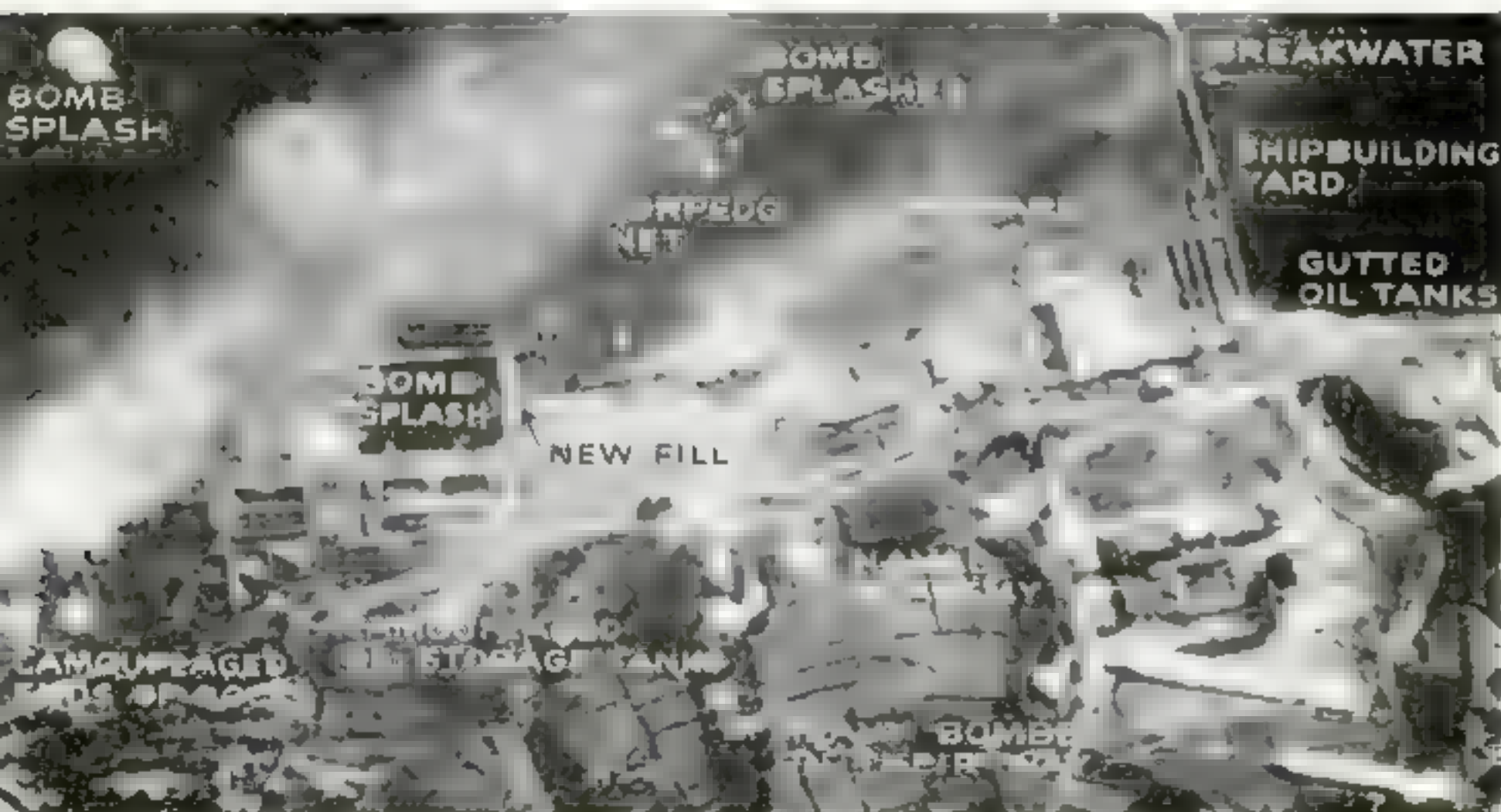
A year ago, *Gneisenau* was already in snow-mantled Brest drydock (left) and *Scharnhorst* at dock covered with snowy camouflage net. This French naval base is only partly used as such by Germans. Notice in later pictures that heavily camouflaged buildings have been completely destroyed.



dominated by the master of three Bryans still killed in action. In this great picture, the bombers are flying in from the west

and have just released their bombs, which have not yet struck. Warned the Germans have covered their ships with thick

white smoke screens. First signs of the destruction in previous raids along the shore front. For details, see the pictures below.



A split second after the picture at top was taken. British aircraft snapped the one directly above. Smoke puffs down center are from heavy concentration of German anti-aircraft guns

in groves on top of cliff. Long shadows show that the sun is low. White camouflage covering bows of Schurhorst and Prinz Eugen is meant to confuse bomber pilot about the key of dry-



docks. At lower right, two heavy bombs are headed downward. Notice that the shipbuilding yards at right are rampant. The picture above at right shows explosion of bomb a moment later,



CHICAGO BEARS HALT TO HEAR NATIONAL ANTHEM

On Jan. 4 at New York's Polo Grounds, 17,725 shivering spectators saw the Chicago Bears smash the National League "All Stars," 35 to 24. Churning through ankle-deep mud from their famed T formation, football's greatest team brought its great year to an impressive climax. By next season the Bears will

have lost at least a full eleven to the U. S. Armed Forces Navy Relief netted \$25,500 from the game.

Before the game just as the hoary Bears rushed menacingly from their club house, *The Star-Spangled Banner* burst forth on the loud-speaker system, and LIFE's photographer took the picture shown above.



A GREAT SPORTS PICTURE SHOWS A CRUCIAL SCORE

In the picture above, as Madison Square Garden's scoreboard registers a 39-39 tie score between C. C. N. Y. and St. John's, the ball has just been lofted by C. C. N. Y.'s Bill Holzman (left), and is about to drop through the basket for a critical two-point field goal. The strained attitudes of the players, the watch-

ful crouch of the referee at left sum up basketball's breakneck excitement. This score came 40 seconds before the regular game ended, as the climax of a 13-point drive. In overtime, after St. John's tied the score again, Bill Holzman's teammates capitalized on their terrific eleventh-hour momentum to win, 48-46.

BLIZZARD

THE WAR'S FIRST BIG ONE RIPS THROUGH CENSORSHIP

US. citizens were just getting used to doing without weather reports when a howling Midwest blizzard and nationwide cold wave upset wartime restrictions and again made the weather a No. 1 news topic. Fortnight ago icy winds from the far north swept across the western U. S., as far south as Los Angeles, which had its first snow in ten years. Over Oklahoma and northern Texas they met masses of warm air from the Gulf of Mexico and tossed them high into the sky. Thus created a storm area which promptly spread out over the whole Midwest. Iowa felt the full fury with a blizzard on New Year's Day, and a record 24 inches of snow in 24 hours. LIFE Photographer Wallace Kirkland took these great pictures on Main Street, Ames, Iowa, while the blizzard was at its height at noon Jan. 1.

The storm petered out around Montreal the next day, but its numbing aftereffects were felt all over the Eastern Seaboard and at the end of last week most of the nation was gripped in a cold wave that even wartime censorship could not conceal or ignore.







MOVIE ACTORS LEAVE WARNER STUDIO FOR AIR-RAID SHELTER AS WHISTLE BLOWS. WALKING AT LEFT ARE CAMERAMAN JAMES WONG HOWE AND JAMES CAGNEY IN BOW TIE

HOLLYWOOD GIRDS FOR WAR IN A FLURRY OF AIR-RAID REHEARSALS & PUBLICITY

On Jan. 2 Hollywood staged its first air-raid rehearsal with all the fanfare of a Class A production. With its studios sprawling near the Pacific coast, Hollywood lies genuinely in a front line of defense. Most of its war measures are genuinely efficient. Its movie stars, now giving all kinds of war aid, are genuinely patriotic. But Hollywood, being Hollywood, is happily aware that all this means publicity.

Cameramen at Warner Bros. studio caught the big rush during its air-raid rehearsal when 9,000 employees retired to four basement shelters. The publicity crew covered the show, stressing the news that big stars were hobnobbing democratically with extras. Pretty starlets were hauled in to lead community singing or dance. And the rehearsal was held five minutes before lunch hour so as not to interfere with work.

CAREFULLY UNCLAD STARLETS RUSH FROM DRESSING ROOMS AT AIR-RAID SIGNAL



CAMERAMAN CARRIES HIGHLY INFLAMMABLE, HIGHLY VALUABLE FILM TO SHELTER



CONTINUED ON PAGE 33

"Just between us girls..."

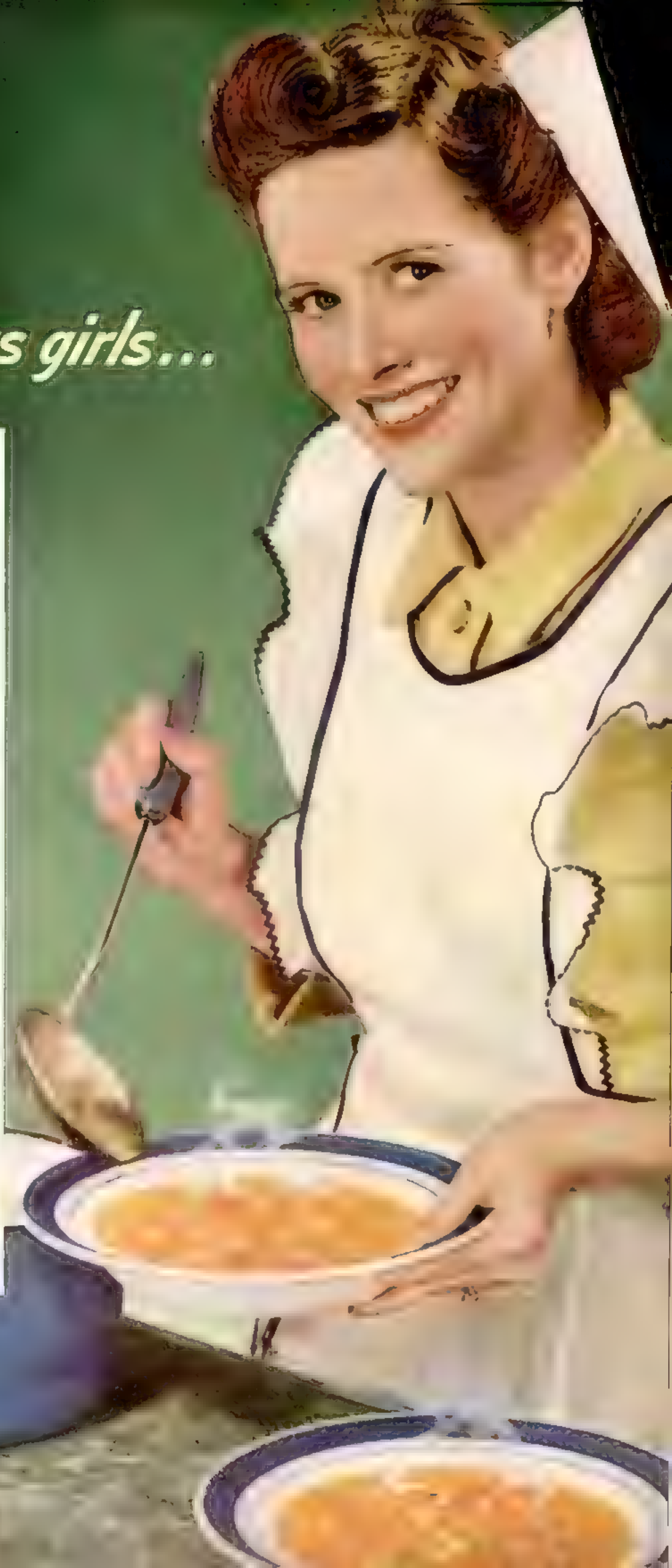
Let's admit we can't make
vegetable soup any better
than Campbell's!"

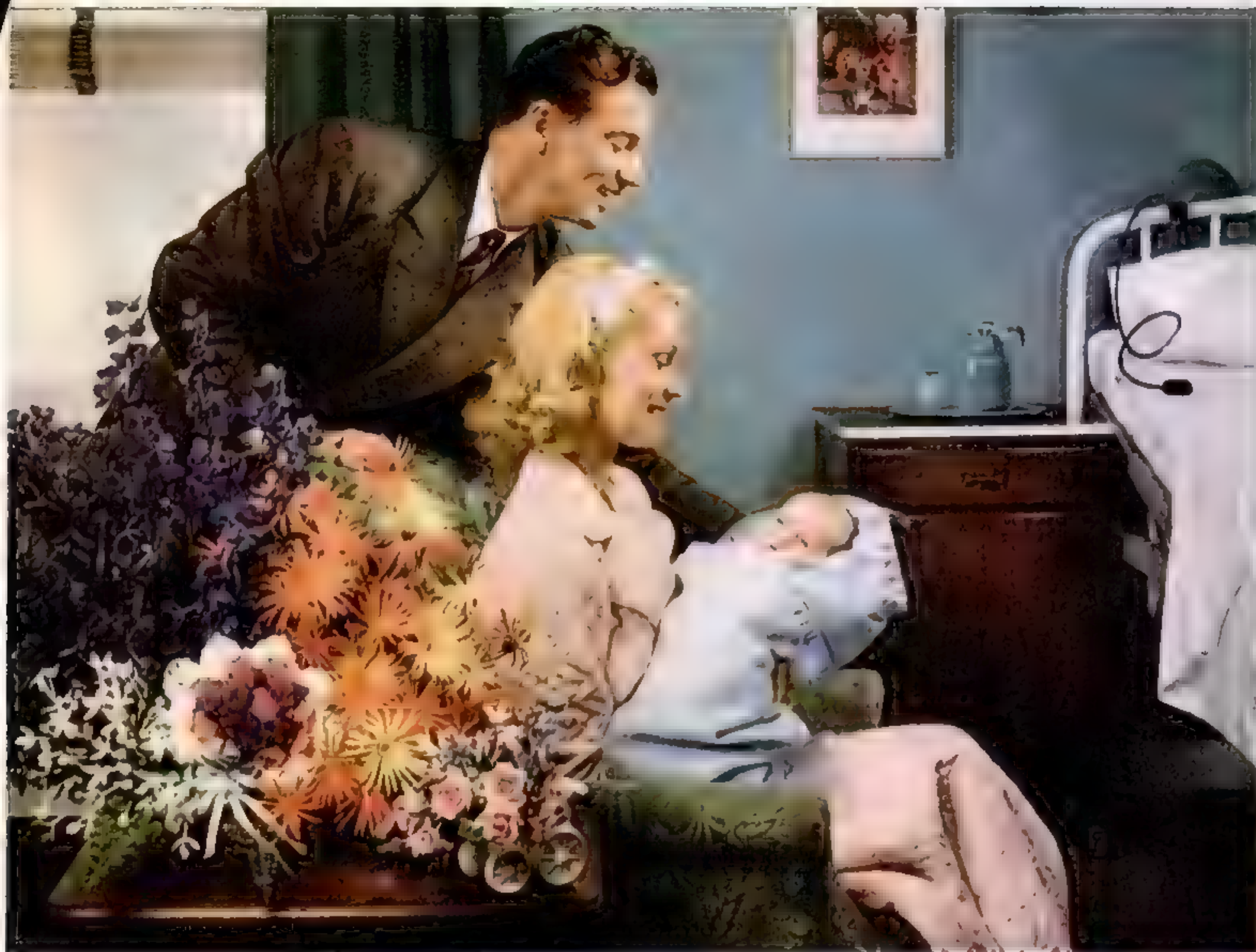
Every day, more women are putting their soup
kettles away—for keeps! Every day, Campbell's
Vegetable Soup appears on more family tables.
Surprising? Not at all. For the home cooks of
America know what is good. And they find
this soup so hearty, so nourishing, so like their
own in tempting flavor, they just can't see why
they should make vegetable soup any longer!

These home cooks say that, in some respects,
Campbell's Vegetable Soup is even better than
homemade. For instance, it contains fifteen dif-
ferent vegetables—more than any woman would
take the time to shop for and prepare. There are
baby lima beans, golden corn, dairy peas,
snow-white celery, Chantenay carrots, and many
other vegetables—each the very pick of fine
gardens. And they're mingled so perfectly in a
rich, sturdy beef stock that Campbell's Vegetable
Soup is "almost a meal in itself." Don't you
think you ought to try this good soup?

Campbell's Vegetable Soup

Was better about
A bowl of soup,
Was a bowl of soup
To keep the water.





What does a bachelor know about babies?

"I CALLED Jim up in Chicago—bragging like a politician—the day our son was born. But I felt sort of sheepish when I hung up.

"Why, Jim's a bachelor, I remembered. He can't know how much this means to Mary and me!

"So you could have knocked me down with a whisper when Jim wired Mary those flowers from Chicago. There was no mistaking the message they brought—Jim was as thrilled and happy as Mary and I!

"Since that day Mary's had a mighty soft spot in her heart for Jim. But I guess a woman is always like that when a man sends her flowers. She knows he's trying to say something he feels deeply and really—but is most of the time too stiff and shy to say."

The next time you want to say "Hooray!" to a new mother—cheer up a shut-in—or just say a warm hello to someone miles away—remember! To a woman nothing takes the place of flowers!

And it's easy to send flowers—*anywhere*. Just telephone or go to your flower shop displaying the F. T. D. (Florists' Telegraph Delivery) emblem. Give the florist your order. He does the rest. He sees that fresh flowers are promptly delivered—whether it's around the corner, or clear across the nation.

But be *sure* it's an F.T.D. shop—for F.T.D. florists are the pick of the nation's florists. You can depend on fine flowers and top-flight service the F.T.D. way. 7,000 member shops in the United States and Canada. Florists' Telegraph Delivery Association.

**WIRE FLOWERS THROUGH AUTHORIZED
F. T. D. MEMBER SHOPS**



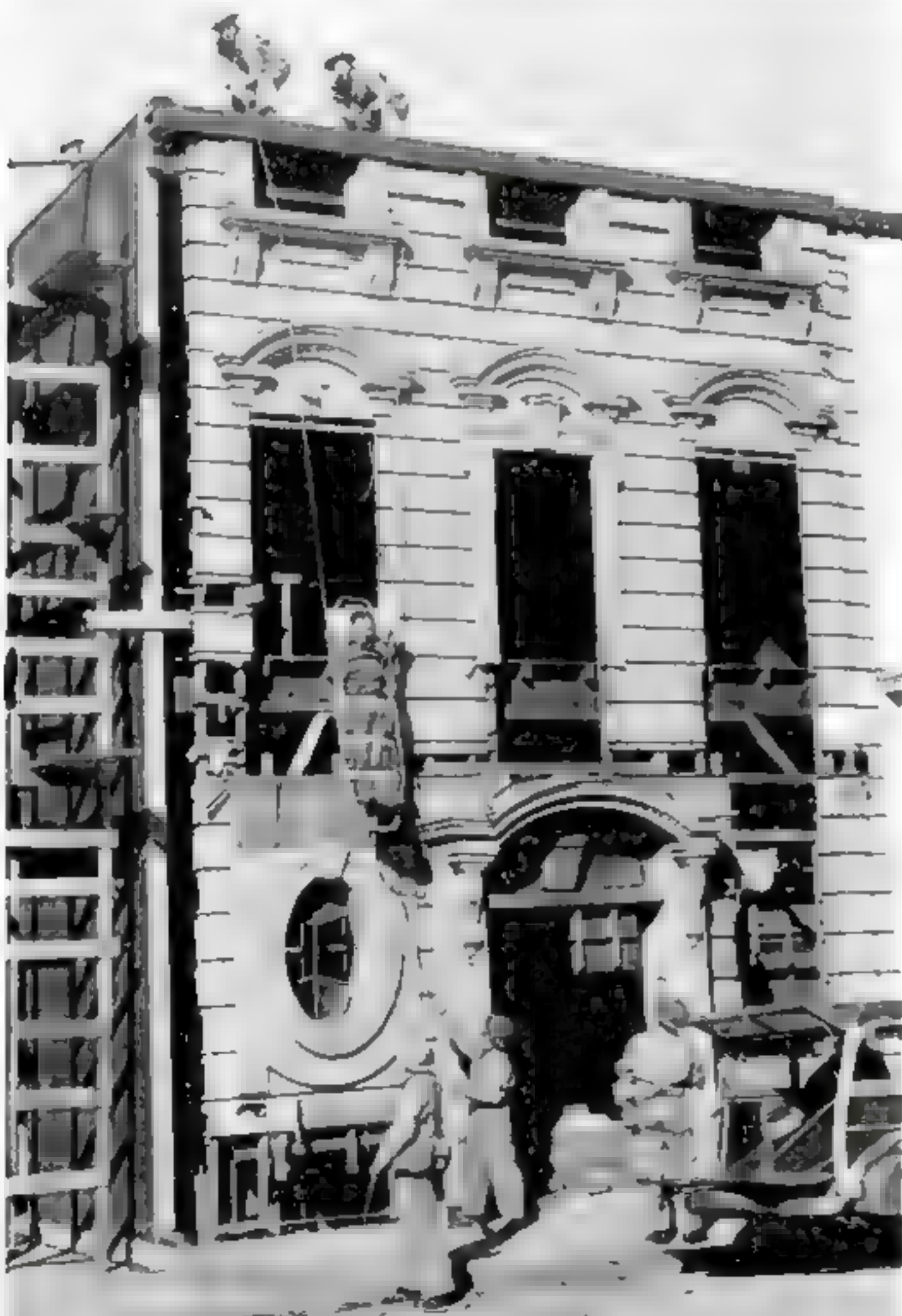
**LOOK FOR THIS F. T. D. (FLORISTS' TELEGRAPH
DELIVERY) EMBLEM BEFORE YOU BUY. IT IS
YOUR GUARANTEE OF COMPLETE SATISFACTION.**

Copyright 1962 Florists' Telegraph Delivery Association

When your heart says "remember"—Say it with Flowers



AIR-RAID WARDEN DIRECTS ACTORS DURING RAID REHEARSAL TO SHELTER NO. 4, THE BIGGEST SHELTER ON THE WARNER LOT, RESERVED MOSTLY FOR SOUND AND STAGE CREWS



Real rescue crews on a movie set show how injured people may be lowered from a burning building. At Warner Bros. studio 444 employees are trained as first-aid workers, aircraft spotters, wardens. Studio streets are patrolled by first-aid wagons with stretcher crews.



Bette Davis (center) huddles in workmen's Shelter No. 4. To the left of her are Actor Dennis Morgan and Michael Curtiz, who is currently directing her new movie, *In This Our Life*. All Warner Bros. shelters are equipped with playing cards, dominoes, dart games, a piano and juke box.



Not wasting a minute during the ten-minute air-raid rehearsal, Hal Wallis, Warner executive producer, reclines on a simple cot reading a movie script so the show can go on. Warner Bros. executives take refuge in a tiny "closet" bomb shelter which was constructed exclusively for them.

Granny Captures the Army



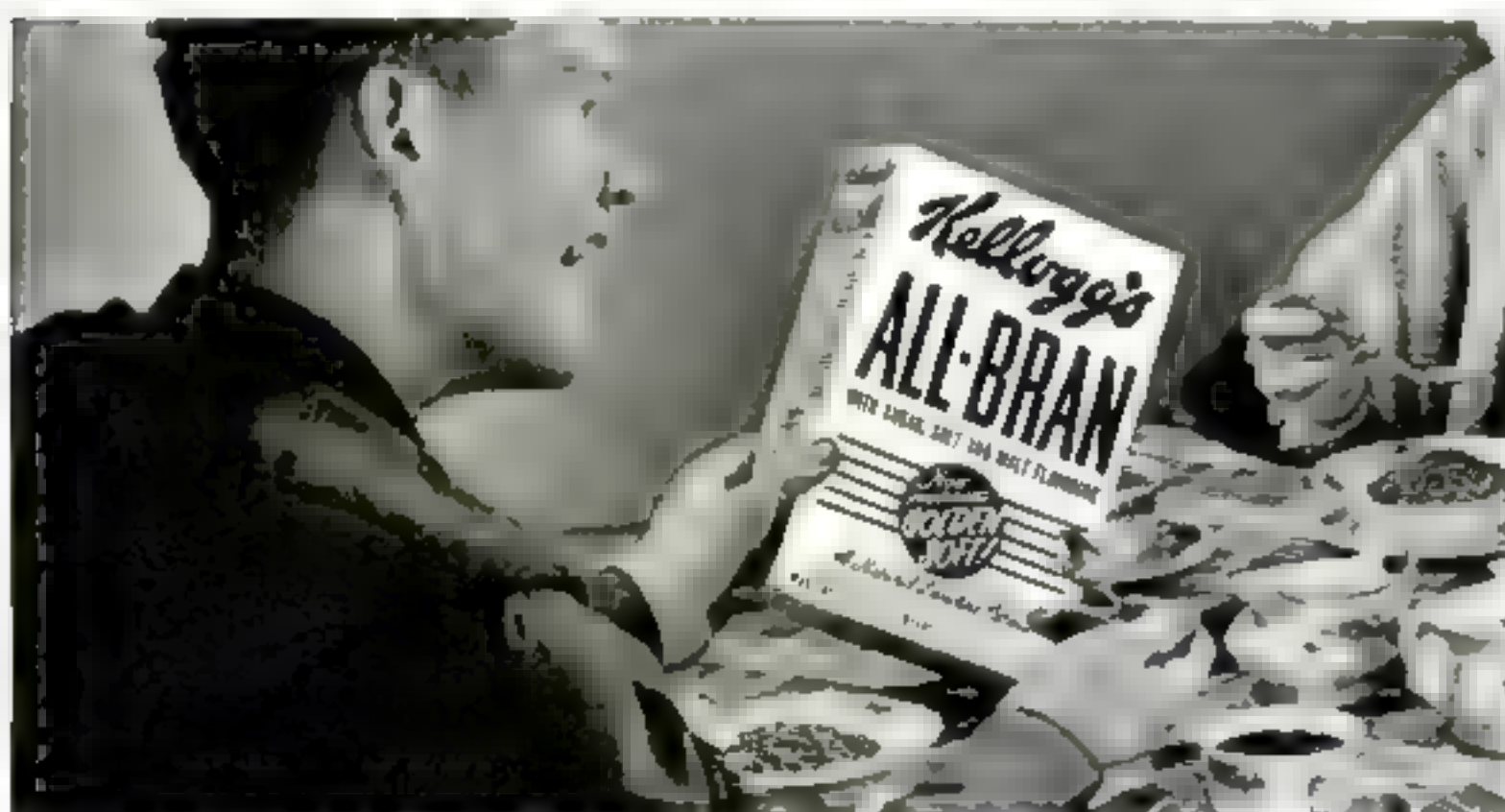
SERGEANT SMITH is no man to trifle with life's little troubles. There's not a flinch in an inch of his six foot two as he growls into the mirror: "A good stuff *purge*—that's the stuff to lick a man's innards back into line!"



BUT GRANNY, bless her heart, is no softie, either. "Listen, soldier," she says. "I give the orders around here, and from now on we'll try to find and correct the *cause* of your trouble. On your feet, now—march!"

"Yes, sir! Where to, sir?"

"DON'T YOU 'SIR' ME, young man. Just reach down that package up there. It's a delicious cereal called **KELLOGG'S ALL-BRAN**. And if your trouble is the common kind of constipation that's due to lack of 'bulk' in the diet, **ALL-BRAN**'s the very thing you need. To the breakfast table—on the double."



"YOU WIN, GRANNY, you win! If a cereal as swell-tasting as **ALL-BRAN** can make me 'Join the Regulars', I'm signing on for a lifetime hitch."

"Not so fast, my bold buck-o! Remember, you should eat it every day. And don't forget to drink plenty of water."

**Join the "Regulars" with
Kellogg's All-Bran**

TRY IT TOMORROW WITH CALIFORNIA PRUNES

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1942, BY KELLOGG COMPANY

Hollywood at War (continued)



Myrna Loy serves coffee, doughnuts and charm to U. S. sailors at the Bundles for Bluejackets canteen in San Pedro, Calif. Also playing hostess at canteen are Kay Francis, Mrs. Darryl Zanuck and Marjorie Lane. They brew coffee and wash cups.



Chairman Clark Gable (left) meets with a committee including Gary Cooper, Irene Dunne, Cary Grant (right) to form a talent pool for sending out Hollywood stars during their free time to give free entertainment to Army camps and naval bases.



Linda Darnell shows her patriotism by being photographed in an iron lung for members of Women's Ambulance and Defense Corps of America, of which Linda is an enthusiastic member. This new lung is much less bulky and more portable than old style.

CONTINUED ON PAGE 35



"I've got a little dictator in my hair!"

All dictators don't live abroad. We have one in our office . . . and he's my boss!

It's not that he's mean . . . or that he wants to be inconsiderate. He's just so used to making decisions . . . But wouldn't you think that instead of ordering any old typewriter, for me to use, he'd at least let me put in my two cents' worth?

I know it would be to his advantage to let me have a Royal. Because I know from experience that I can do *better* work on a Royal . . . and do it *faster*! I could tell him plenty of reasons why, too!

First off, of course, there's Royal's **MAGIC*** Margin . . . and I do mean *magic*! Just a flick of the finger changes margins instantly! Then there's Royal's **Segment Shift**, that lets the carriage ride smoothly along, without popping up and down like a Jack-in-the-box every time you shift.

Oh, yes — there's **Touch Control***, another *exclusive* Royal feature. It makes the Royal *my* personal machine . . . adjusts the keyboard action perfectly to *my* style of typing.

And *speed*! Royal's got smooth, velvety speed that pays off big in the rush of last-minute, hurry-up work.

On top of all those things, a Royal would

save my boss money! A Royal lasts longer . . . needs fewer repairs and less service. *One* reason for this is that even the inside parts on a Royal are protected from dust and crasurs.

Believe me, if I were dictator around that office, there would have been a Royal on my desk a long time ago!

• • •

An overwhelming preference for Royal is revealed in vote after vote among typists and secretaries in all kinds of organizations. In a recent survey, more than twice as many girls expressed a preference for Royal as for any other make!

There's a reason for this, Mr. Executive . . . *better work, faster!*

ROYAL World's Number 1 TYPEWRITER

*Trade-mark Reg. U. S. Pat. Off.
Copyright 1942, Royal Typewriter Company, Inc.



Six reasons why typists prefer Royal two-to-one over any other make



**Only Royal has
MAGIC* Margin**

1. MAGIC* Margin—Just flick this handy lever to change and set margins *automatically*. No fussing with mechanism. Only Royal has it!

2. Segment Shift—The carriage doesn't clatter and pop up when you shift on a Royal! Less noise . . . less eyestrain.

3. Touch Control*—A twirl of this dial adjusts key tension exactly to your

individual touch. Only Royal has it!

4. Accelerating Type Bars—Royal's fast type-bar return lets you type faster.

5. No Type-bar Blur! Dancing type bars flash *unseen* on a Royal. This means less eyestrain, as does the "no glare" finish of the machine itself.

6. Finger Flow Keyboard—Only Royal has this scientifically planned keyboard, with glare-absorbing, "finger comfort" keys. Corner keys are platform-shaped for greater speed and ease.

P. S.—For the *finest* typewriter ribbons and carbon papers, be sure to specify **Roytype***. They're made by Royal.

So he's promised to love, honor...and throw away his flute!

1. I no sooner rented a room to this handsome young fellow than he turned out to be a flute player! About midnight he started tooting a big silver flute, and the other tenants started banging on the water pipes!



2. He had paid in advance, so I couldn't throw him out. But after two hours of torment, the other tenants served notice that it was h.m. or them! So I made an effort to reason with this flute addict before calling the cops.



3. "Nobody can sleep!" I pointed out. "Neither can I!" he replied. "I drank coffee at dinner! I seldom touch it—the caffeine in it keeps me awake! But I couldn't resist—so I can't sleep. Playing the flute quiets my nerves!"



4. "Drink Sanka Coffee!" I told him. "Delicious coffee...but it's 97% caffeine-free and can't keep you awake!" "You're a pretty widow, and I like you," he replied, "but I know that any coffee will keep me awake!"



5. "Try Sanka!" I said. "It's a delightful blend of fine Central and South American coffees. The caffeine is taken out so skillfully that every bit of the coffee flavor stays in!" "I might try it," he said, "for you!"



6. We didn't hear the flute the next night. The following morning he came downstairs, crying: "It worked! I switched to Sanka and I slept fine." (P.S.—Now he's proposing to me! How you going to figure these flute players, anyway?)



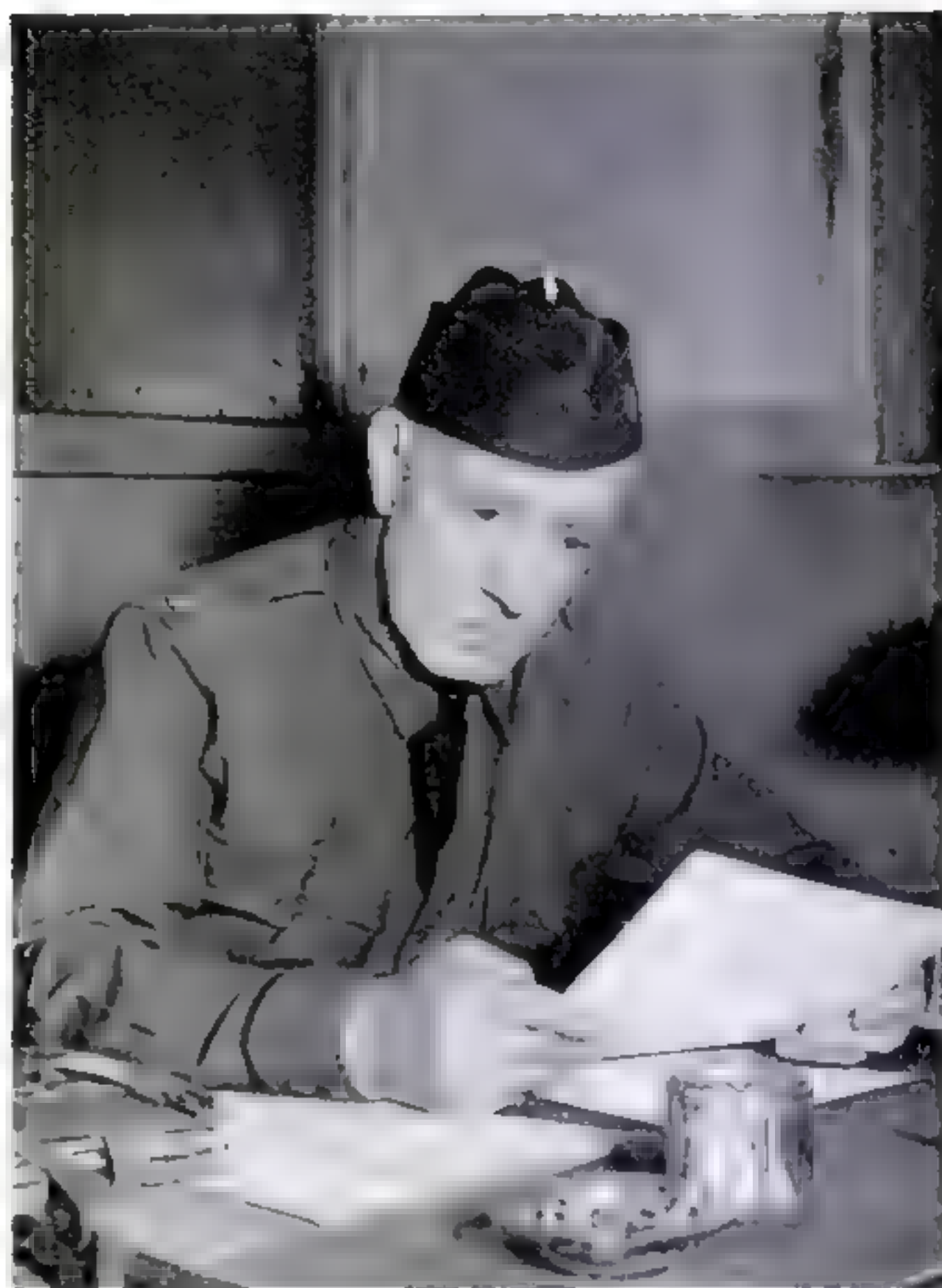
SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP

Make Sanka Coffee strong. Use a heaping tablespoon per cup.
If percolator is used, "perk" Sanka Coffee a little longer.

TUNE IN.....two great radio shows are now on the air for Sanka Coffee:
Tuesday night: "We, the People" • Sunday afternoon: News by William L. Shirer,
the famous author of "Berlin Diary." See your local newspaper for times and stations.

Hollywood at War (continued)



Lewis Stone, the veteran M-G-M star, serves as Lieut. Col. Stone, head of the First Evacuation Regiment, California State Guard. He will help evacuate citizens in case of emergency. Stone was lieutenant in Spanish-American War, major in World War I.



Jane Wyman shows her medals, adorning an "R. A. F. blue" dress designed by a Hollywood patriot who says girls should "go military in a feminine way." These are reproductions of old war medals and were not pinned on Jane for anything she did.



• Actual color photograph—James R. Callis, Jr. shows a leaf of fine, light tobacco, before aging.

Lucky Strike means fine tobacco

"TOBACCO like this, that's milder and better-tastin', is bound to be expensive," says James R. Callis, Jr., tobacco warehouseman of Willow Springs, N.C. "But it's the leaf Luckies want, and sure as shootin'—they pay the price to get it.

"I've watched Luckies pay the price at auctions all over the tobacco country—that's why Luckies are *my* cigarette!"

Smokers . . . choose your cigarette for the tobacco that's in it. And remember, you can enjoy milder, better-tasting leaf—the kind that costs more money at the auctions—in Luckies.

To independent tobacco experts—auctioneers, buyers and warehousemen—Lucky Strike *means* fine tobacco. Next time, ask for Lucky Strike!

WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1



DELICIOUS • QUICK • EASY

Van Camp's PORK and BEAN supper

Mrs. Josephine Culbertson

solves the bridge-supper problem in this smart and pleasant way. Mrs. Josephine Culbertson—bridge authority and gracious hostess—suggests this easy-to-prepare, delightful-to-eat answer to the bridge-supper problem.

Josephine Culbertson's BRIDGE SUPPER

Menu

APPETIZER • Relish Tray • Chili Sauce
Stuffed Celery • Carrot Strips
Stuffed Eggs and Pickles

Van Camp's PORK and BEANS, BARBECUED

Baked Apples with Sausages
Assorted Bridge Sandwiches
Pastel Frosted Cakes
Coffee

TRY IT — It's delicious. Ask your grocer for complete details
... recipes, and quantities — or write Van Camp's Inc.,
Indianapolis, Ind. or Essex, Ontario



Nationally famous for 81 years
Van Camp's Pork and Beans are
delicious anytime — anywhere. Just
heat and eat ... nourishing ...
healthful ... savory secret sauce
... flavor penetration cooking
method ... brings organized cheer-
ing from your families and friends.



"A feast-for-the-least"



"MAN FROM MARS" DRESSED IN NAVY'S COLD WEATHER GEAR (LEFT) JOINS MATES ON BRIDGE OF U. S. DESTROYER PROTECTING MERCHANTMEN IN DISTANCE FROM U-BOATS

AN ARTIST ON THE NORTH ATLANTIC PATROL

by GRIFFITH BAILY COALE

Oct. 24, 1941. The fog lifts after we leave Newfoundland, and astern we see 43 rolling ships in seven columns. Astern of us, our destroyers on either flank are at the head and on the end, chasing along the sheep that fall behind. A Canadian destroyer comes dashing across our bow, her signal light blinking: "Thanks. Bon voyage. Good luck!"

Oct. 27, 1941. At midnight it starts to blow and I am unable to sleep a wink. It is hard to determine the next jump, drop or slide that a "tin can" is going to make when your ports are sealed tight and there is no horizon. Running steeply uphill, I make the chair that is lashed to my desk, squirm into it, only to have the whole damn thing carry away and land me in my shower bath. Up to the bridge after breakfast and start across the pilothouse. Misjudge the swing of the ship and go bouncing all over the place from one gadget to another, just missing the quartermaster who is steering. In come two seamen and again the ship's motion is so quick that they both misjudge, go down and slide on their backs right across, fetching up against the signalmen. It is a wild scene: great black seas rushing at our starboard bow, smothering the fo'c'sle in white water. At lunch the "monkey cage" is rigged. The cage consists of metal poles from floor to ceiling, between each chair down both sides of the long wardroom table. The arms of

Griffith Baily Coale, well-known New York mural painter and nautical expert, was recently allowed by the U. S. Navy to go to sea with a U. S. destroyer that was conveying ships from Newfoundland to Iceland. During the crossing, Mr. Coale kept an informal journal, excerpts from which are published below together with several drawings that Mr. Coale made to record the highlights of the trip. As the American destroyer *Reuben James* was torpedoed and sunk while protecting this convoy, Mr. Coale's words and pictures combine to give a dramatic eyewitness account of the loss of the first American warship in this war.

the chairs are hooked securely to the poles to keep the officers from going adrift and sliding about the room. Everyone who got there is swearing good-naturedly, as with one arm around a pole they try to drink hot soup from a cup. I look up to speak to a shipmate a second too long and half of my soup shoots over the table.

"No subs up today," says the Skipper, an old sub man himself, in 'em and knows 'em. For a while we roll 48° every six seconds. Telephone says two of our ships have carried away their bulwarks. Then there is a flash that a Lieutenant J. G. has been washed overboard from one of them—we hope they get him, but can't see how. Ship's roll from bridge is unbelievable, with screws racing out of water and ship falling on seas like thunder.

Oct. 28, 1941. We are 1,200 miles from Iceland as we have run far from our course to dodge re-

ported submarines waiting for us. The chart shows 15 submarines that we have safely passed since leaving. Data from the British and our own air patrol is guiding us through this infested sea. There is contact on the listening tubes of the destroyer astern, and we spin about with engines full ahead and roar away with her like two hounds on a scent.

Oct. 29, 1941. Got orders to go 22 miles astern after a tanker that had strayed off during the night. Found her lonely and black against the horizon. Gave her position and course. Then back to our station. At 11 o'clock the *Reuben James* lets off a blast on her siren and dashes off to port with a direct contact. At some distance we see the white columns of water rise astern her as she drops her pattern of depth charges. We ourselves get contact later in the day but find nothing.

Oct. 30, 1941. Subs are ahead of us so we have detoured far to the south. Message just received—"Salinas torpedoed." We were on that exact position two days ago. Another message—"Convoy being attacked three days astern of us." All ship's company alert. Getting quite used now to the peremptory *da-da-da-da* sounding "General Quarters" throughout the ship. Men are on the run to their battle stations before the sound is finished. The three-quarter moonlight, bright on the water, makes ships good targets.

Oct. 31, 1941. Half awake because of the un-



"REUBEN JAMES" SINKS IN PALL OF SMOKE LICKED BY ORANGE TONGUES OF FLAMING OIL. MEN BENEATH PROPELLERS WERE ALMOST HIT BY RUDDER WHEN SHIP WENT UNDER

usually easy motion of the ship. In the unaccustomed quiet I am conscious of the monotony of her listening tubes. Then a sudden loud explosion brings me upright. Know instantly that it is a torpedo and not a depth charge. A mile ahead a rising cloud of dark smoke hangs over the black loom of a ship. With a terrific roar a column of orange flame towers high into the night as her magazines go up, and subsides, leaving a great black pall of smoke licked by moving tongues of orange. All the ship forward of #4 stack has disappeared. We move rapidly down upon her as her stern rises perpendicularly into the air and slides slowly into the sea. A moment, and two grunting jolts of her depth charges toss debris and men into the air. Before we know it we hear the cursing, praying and hoarse shouts for help, and we are all among her men like black shiny seals in the oily water. In a minute we back our way carefully among them and stop again. Orders are calmly barked and every man is acting with cold precision. Cargo nets are rigged over the side, lines made ready for heaving.

"We are the *Reuben James's* men" comes a chorus from one raft, and then we know. Their team work in shouting in unison is a fine example of their quick return to initiative and organization in a crisis. But the bobbing blobs of isolated men are more pitiful. Thrice blown up and choking with oil and water, they are like small animals caught in molasses. We are now in a black circle of water surrounded by a vast silver ring of oil slick. The men to port are drifting toward us and the hove lines are slipping through their greasy, oily hands. Soon many eager hands are grasping our cargo net, but our ship's upward roll breaks their weak and slippery hold. Instantly officers and men are begging permission to go over the side and in no time three of our officers are clinging to the net, trying to make lines fast around the slimy bodies of the survivors so that dozens of strong arms above on the deck can heave them aboard. The first man is hauled over the amidship rail, vomiting oil.

Forward from the lofty bridge I see an isolated man below me and hear his choking curses. Half blind, he sees the bridge above him. His cursing ceases—"A line, please, sir!" I cup my hands and shout. A line is hove and he is towed amidships to the nets. Crossing to the starboard side, I see the obscure mass of another loaded raft. One man ignites a cigaret lighter and waves it in the darkness. They shout in chorus, but our lines fall short. They are drifting away to leeward. We shout through megaphones: "Hang on, we'll get you as soon as we have picked up the men to port. Hang on! We'll get you!"

The horizon is dull red with the coming of the dawn, and the increasing light makes the mass of our inert ship an easy target for the submarine which must be lurking near. One of our destroyers is continually circling us as the Captain bellows from the bridge: "Get those men aboard!" After 65 minutes a few exhausted men still bob along our side. The Captain says to me: "We are in great danger. I cannot risk the ship and her company much longer."

There is a contact directly astern with a submarine. We order the ensigns on the raft aboard with all haste, the engine telegraph is snapped forward full ahead and we leap away, leaving two survivors to swirl astern. We roar off and the other destroyer lets go a pattern of depth charges, the white rising columns of water tinged with blood color in the dawning. We search, lose contact and return and the other ship picks up eleven men while we circle her. We hope she got the two we had to leave. A third destroyer comes back to relieve us with orders to search the spot until noon and we, with 36 survivors and the other rescue ship, catch up with the fleeing convoy.

Enter two naked ensigns

The ship is a mess—her decks, rails and ladders are covered with oil and the smell of it. At lunch I am amazed to see two perfectly naked ensigns walk into the holy precincts of the wardroom, their eyes, hair and ears still plastered with oil in spite of the scrubbing that they have given themselves. Four men with hemorrhages are put into officers' bunks. We learn that all the officers died with the blowing up of the forward part of the ship.

2:10 p.m.—The peremptory rasping of General Quarters. The look-outs have sighted five ships. When nearer they turn out to be five British corvettes and they give satisfactory signals. At 9 o'clock, with intermittent moonlight, the gunnery officer high above the bridge has picked up what he thinks is a sub on the surface. He asks permission to fire star shells, and with splitting roars our No. 2 turret fires five shots. Hardly has the whine of the last 5-in. shell ceased when the whole surface of the distant horizon is lit brightly by their burst and we make out an English corvette off her station.

Nov. 1, 1941. Awakened at 5 o'clock by distant depth charges. Up on bridge I find that three British destroyers have joined us during

CONTINUED ON NEXT PAGE

America in 1941

THE MAGNIFICENT FLAVOR
OF EIGHT O'CLOCK COFFEE

**WINS NATION'S
HIGHEST AWARD!**



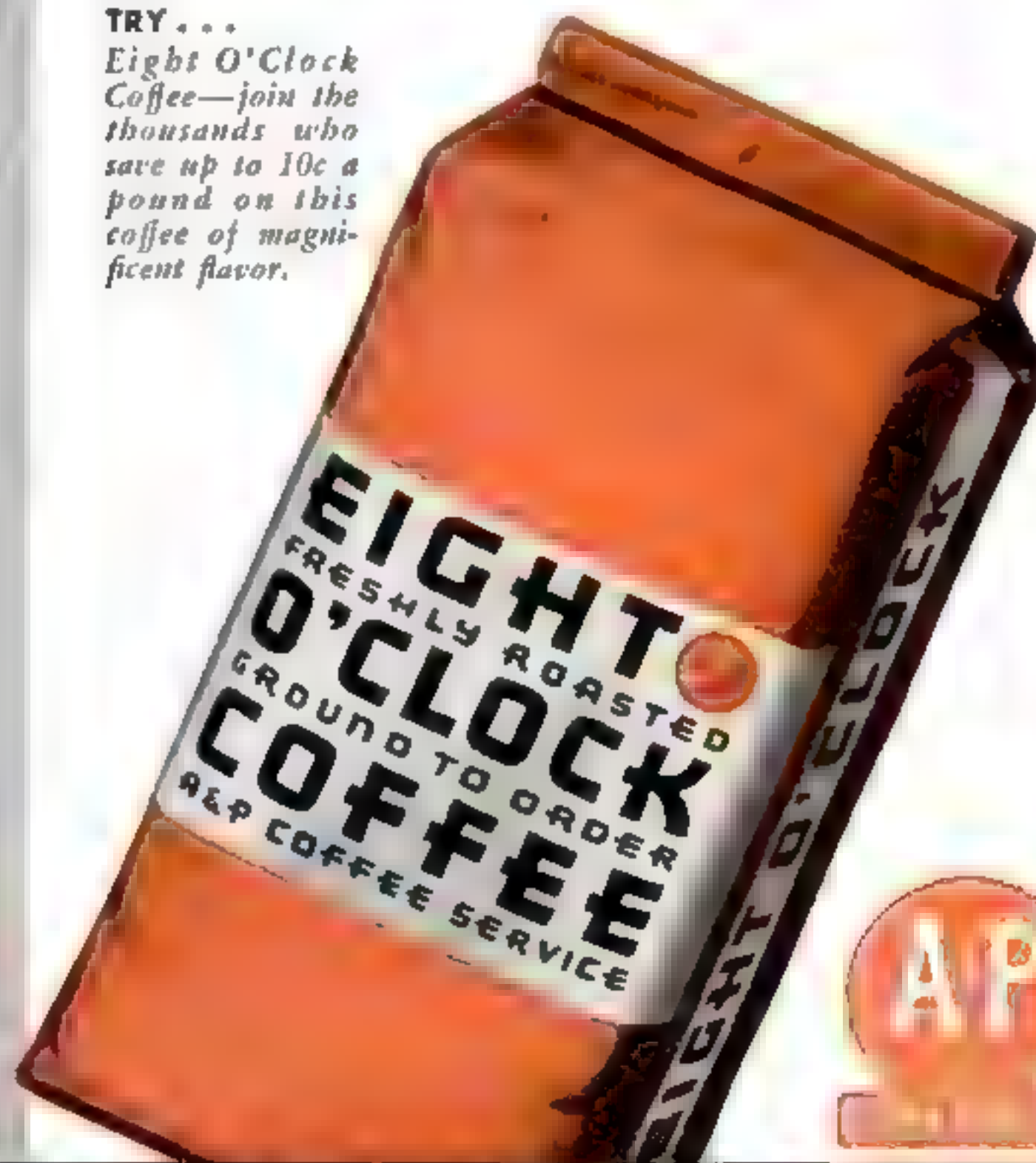
AGAIN IT HAS FAR OUTSOLD ANY OTHER BRAND OF COFFEE IN AMERICA!

Once more... for the 10th straight year... Eight O'Clock Coffee won the highest award any product can receive—the overwhelming approval of the American people. They bought millions *more* pounds of Eight O'Clock Coffee than of any other brand in America.

This preference shows good taste! Eight O'Clock is the pick of the plantations... freshly ground at the moment you buy... and *Custom Ground* exactly right for your own coffee-maker. You get fresher flavor, finer flavor, **ALL** the magnificent flavor.

TRY...

Eight O'Clock Coffee—join the thousands who save up to 10c a pound on this coffee of magnificent flavor.



AT ALL A&P FOOD STORES



"Look! He's Johnnie Walker, Too!"

Righto! For Johnnie Walker has so many friends it takes a duet to satisfy all...

There's Black Label (12 years old)...and Red Label (8 years old).

Whichever age you like, you're bound to like Johnnie Walker. There's smoothness and mellowness in every sip.

WHEREVER YOU ARE
IT'S SENSIBLE TO STICK WITH

**JOHNNIE
WALKER**
BLENDED SCOTCH WHISKY

BLACK LABEL
12 YEARS OLD

86.8
proof

RED LABEL
8 YEARS OLD



Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Importer



ATLANTIC PATROL (continued)

the night. At 6, General Quarters is sounded to bring all men to stations for the most dangerous hour before dawn. At 8:15 we part from the convoy that we have held so carefully together, turn north and leave them to their British escorts. We are not far from Ireland. The two American merchantmen come with us. At 11:10 the other rescue destroyer flies her flag at half mast and buries the dead seamen she picked up from the *Reuben James* yesterday.

We learn from two recovered survivors that they are the only men saved from the forward part of the *James*. One, the quartermaster at the wheel, was thrown upward against the deckhead when the torpedo hit, landed back on his feet and half stunned, grasped the wheel. Fifty seconds later when the magazines beneath him blew up, the top of the wheelhouse opened up like the petals of a flower and he sailed through, landing clear away in the water. The other, the boatswain's mate, was coming up the outside ladder to the bridge and was blown clear of the ship. The other hundred officers and men forward perished instantly.

Attacked by two submarines

Nov. 2, 1941. At 6:10 as I arrive on the bridge, the nearest destroyer wheels, runs off and lets go two cans. General Quarters sounded and telephoned reports of stations manned establishes ship's record for speed and breaks out a broad smile on the skipper's face. At 6:50 tin can ahead reports contact. At the same moment we get it dead ahead and then one at 90° and we know there are two submarines. The destroyer ahead swings broadside to us a mile away. Telephone buzzes: "Torpedo wake directly under my bridge and across your bow." From inert listening position, destroyer pulses with life and leaps ahead, white foam shipping past her flanks. There is a flash of fire on her afterdeck. For a split second I think she is hit but it is the propelling charges from her "Y" guns hurling death containers into the sea. Three more ash cans tumble over her stern in quick succession and the third rising column of water is jet black. We crouch for the

AS DESTROYER STOOD GUARD IN THE DISTANCE, DESTROYER AT LEFT SAVED 38



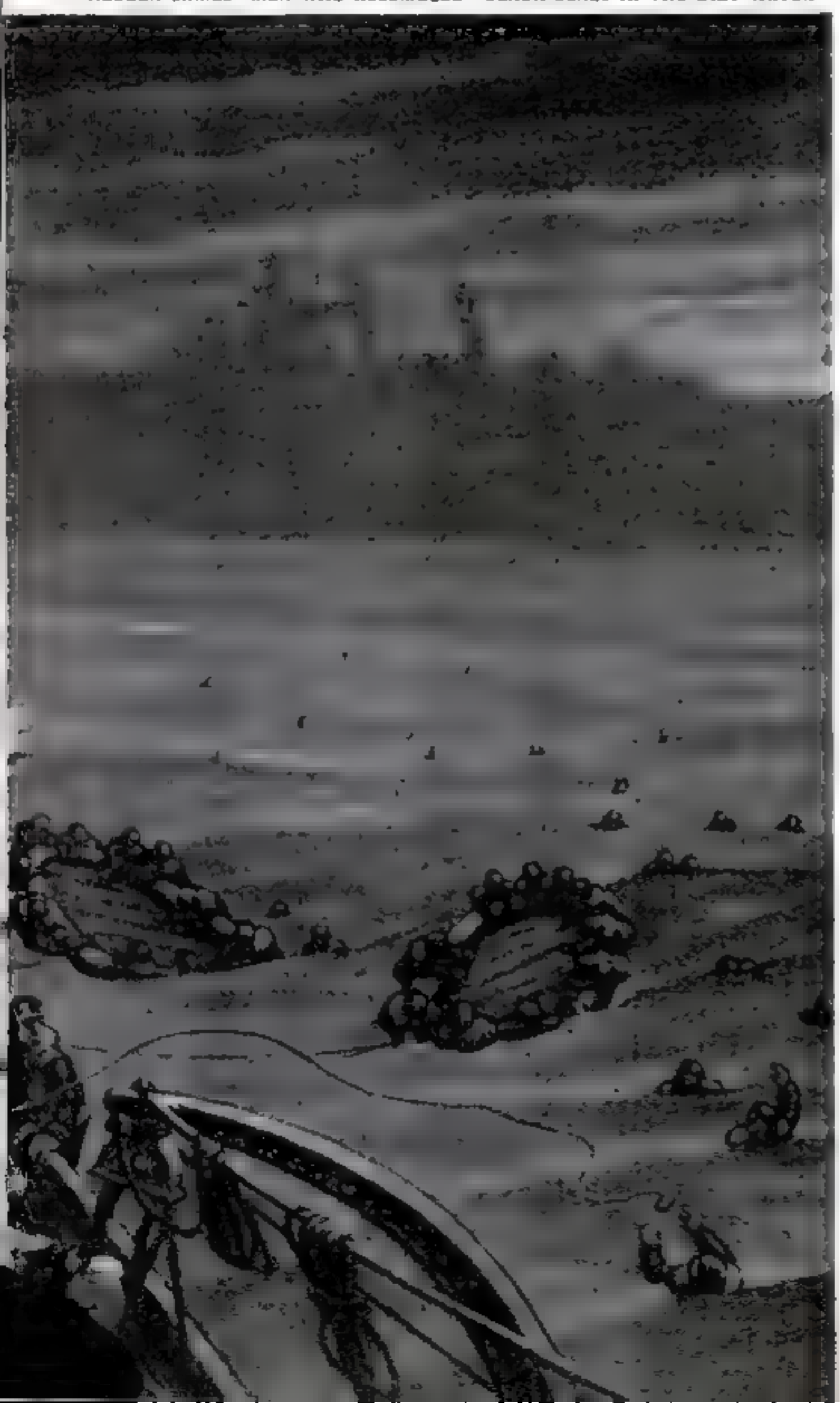
spring forward to ram her should the submarine broach. Telephone buzzes as the destroyer swings away in a wide circle, asking us to mark spot of her attack with smoke bombs.

As we leap forward to carry out this request, a torpedo wake passes directly across our stern only 45 yd. from our racks laden with depth charges. This is like the unexpected deadly strike of the cobra, foiled by the quick leap aside and sudden crushing bite of the mongoose—the one that strikes home first, wins. "Oil to port, sir!" sings out the watch, and changing our course slightly we follow segregated circular oil slicks bubbling up and get a contact directly beneath us. Officer reports floating cirk. And so we hunt for an hour until a peremptory buzz from the telephone orders us to return to the fleeing convoy. Later, over hot java, our mess unanimously decides that the Nazis are after the destroyers this trip and not the convoys merchant ships.

Nov. 3, 1941. At 6.40 the general alarm sounds for the last time and I went topsides to see the pale moon setting over black tumbling waters and a strange luminous northern light moving like dim ghostly flames across the heavens. "Lind Ho! Lind Ho! Where away?" Soon with the naked eye we see a great mountain rising straight out of the sea, shaped like a sperm whale's tooth. Presently the coast of Iceland opens up, a great bleak jagged contour of mountains topped by a volcanic cone 2,000 ft. high and covered with snow. Reykjavik lies dead ahead under a pall of dark smoke against a white sky. Our two charges continue straight for the city as we four salt-caked destroyers swing hard left and in a straight column proceed at 15 knots up the amazing corridor of Hvalfjörður.

With a great deal of blinking a British ship halts us at the gate of the submarine nets and we wait for an hour for a gray convoy to pass slowly out, guarded by bizarrely camouflaged British destroyers. We slide through the narrow gates and there at the foot of the great mountains lie our ships. With her gaping wound snugged close against her mother ship lies the *Kurney* and we make fast alongside her. On the other side of "Mama" is careened a destroyer fitting a new propeller. The Arctic night rushes down upon us, punctuated by the blinking conversations of the unseen fleet.

"REUBEN JAMES" MEN WHO RESEMBLED "BLACK SEALS IN THE OILY WATER"



WINTER SNAPS ARE SIMPLE...SURE



A splendid shot to get on a winter's day, don't you agree? We used our regular summertime film—
KODAK VERICHROME



This shows you what good ones we're getting indoors at night. Our secret is a super-fast film—
KODAK SUPER-XX



OUTDOORS—Use Kodak Verichrome Film for outdoor snaps this winter. Makes the average camera a better camera—helps overcome small exposure errors, extends the "snapshot day," lets you get swell snaps even if the weather isn't just right.

INDOORS AT NIGHT—Super-fast Kodak Super-XX Film gives outdoor results indoors. Use with Photo-flood bulbs, cardboard reflectors. **HELPFUL BOOKLET AT YOUR DEALER'S.** Also covers flash pictures. Eastman Kodak Co., Rochester, N.Y.

Outdoors... Indoors... you can always count on

KODAK FILM

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IN "BLUEBEARD," ANTON DOLIN AS BLUEBEARD LEAPS FROM CARRIAGE TO HUNT A NEW WIFE

The Ballet

New hit and fine pictures mark good year

Chased out of Europe, which has little time or place for them, the greatest ballet artists of our time are dancing their graceful way through one-night stands across America. Out on tour, the Ballet Russe de Monte Carlo and the Ballet Theatre are enjoying another one of the good years that have pleased the growing number of balletomanes and of plain dance lovers in the U. S. The Ballet Russe sports two of the most popular ballerinas, Danilova and Toumanova. The Ballet Theatre has the season's biggest smash hit, *Bluebeard*, a lively version of the old French legend which proved a great success in New York and is now the troupe's mainstay on the road.

Though ballets and ballerinas change, the beauty of the ballet still remains the beauty of motion. To catch this loveliness, LIFE assigned Gjon Mili, whose dance pictures are being exhibited at New York's Museum of Modern Art, to an unprecedented job of great technical difficulty. Using his stroboscopic apparatus and making multiple exposures on color film, Mili took the pictures which appear on the following pages. In these triple-flash shots, the camera remained open momentarily while the stroboscopic light flashed at 1/30,000 of a second three times in quick succession, registering three images on each film and catching in sequence the dancers' movements. In his pictures Mili has caught the transparent grace of the dancers and the fleeting moments of clear poetry which make the ballet a warm and satisfying art.



The six ghosts of Bluebeard's wives haunt the fickle husband as he prepares to wed a seventh. In ballet version of

the old tale, the forbidden closet which leads curious wives to their doom is omitted. Bluebeard is pictured simply as a

man who gets tired of wives easily. Underneath their diaphanous dresses, the shapely dancers are wearing skin tights.



All the expressive beauty of the classic ballet is brought out in this Gjon Mili photograph of Alexandra Danilova, dancing

the adagio of "Swan Lake." During the series of *petits-pas* on points (tiny steps on the tips of her toes), the great Rus-

sian ballerina stretches slowly back with her left arm curved overhead and then, turning very slowly, comes upright again.

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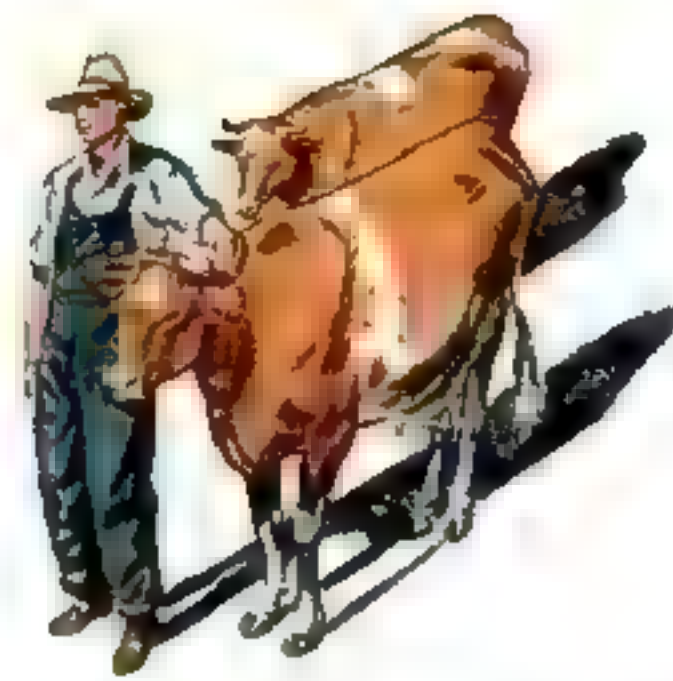
TAMARA TSUMANOVA AS SWANILDA IN "COPPELIA" DOES A PIRQUET, STARTING AT LEFT, MAKING A FULL TURN ON ONE FOOT, AND ENDING AT RIGHT IN A DEMI-PLIE



IRINA BARONOVA AS BLUEBEARD'S SIXTH AND FAVORITE WIFE EXECUTES A PIRQUET ENCHAINEMENT. CAMERA CATCHES HER FACING FRONT IN SERIES OF SWIFT TWIRLS

5,000,000 dairy farmers
are helping to maintain Nutrition Defense

PLENTY OF BUTTER MAKES "ECONOMY" FOODS TASTE BETTER



Butter Whipped Baked Potatoes

Bake 4 potatoes in 400° F. oven. Sift and scoop out centers. Mash, add salt, 4 table-spoons butter, enough hot milk to make fluffy. Fold in beaten egg white and diced American cheese. Refill skins. Brown in 450° F. oven. Top with 1 pat of butter before serving.



It takes 10 quarts of milk to make 1 pound of rich, golden butter. Don't skimp on its concentrated goodness

Are you worrying about food bills? Planning your meals to get highest food value at lowest cost? If so, you have all the more reason for using plenty of butter.

An abundant source of food energy—rich, wholesome butter imparts a "quality" flavor to the "economy" foods you buy. Makes them more appealing to your family—to your guests. Adds to the graciousness of your table—your reputation as a good cook.



Even though shipments abroad are absorbing vast quantities of dairy products—there is no shortage of butter here. Lucky America

has plenty of this delicious, nourishing food.

Butter Can't Be Duplicated!

Scientists have never been able to duplicate the matchless food value and flavor of butter. The formula is still Nature's priceless secret. As a spread, cooking aid, or for flavoring—butter has no equal—no counterpart. And butter gives you Vitamin A the natural way.

A Natural Energy Food

It's to your advantage to serve butter generously. For butter is an investment in health. Remember, ten quarts of rich, whole milk go to make one pound of butter. That's concentrated food goodness. That's why it should be an important part of every meal.



This message, from the dairy farmers who comprise the American Dairy Association—is published in the interest of the health and well-being of the American people.*

Copyright 1941,
American Dairy Association

Sun Flower Cake

Sift $3\frac{1}{2}$ cups cake flour, measure, resift three times with 3 tsp. baking powder, $\frac{1}{4}$ tsp. salt. Cream $\frac{1}{4}$ cup butter, add 2 cups sugar slowly. Add dry ingredients alternately with 1 cup milk, beating smooth after each addition. Add 1 tsp. vanilla. Fold in 4 beaten egg whites. Turn batter in three buttered 8-inch pans. Bake at 375° F. about 25 minutes. Icing: Cream $\frac{1}{2}$ cup butter. Blend in 3 cups sifted confectioners sugar and 3 tbs. cream. Add $\frac{1}{2}$ tsp. vanilla. Spread. Decorate with orange sections and chocolate shot.

It's Better with Butter

* Dairy farmers in the states of Illinois, Iowa, Kansas, Minnesota, Montana, North Dakota, South Dakota, Washington, and Wisconsin who comprise the American Dairy Association.



I'm not the girl John got engaged to

IT'S STRANGE to remember that golden care-free time when John and I first got engaged.

Life was so full of thrilling moments, I never thought beyond the next football game, the next big dance. It was just so marvelous to wear a diamond ring that everybody noticed, to walk down the street on John's arm, to introduce him—"This is my future."

The day-by-day things were so important—what dress to wear, whether to put a flower in my hair. I'd spend a week's allowance on a chiffon handkerchief. And give an evening dress away after I'd worn it half a dozen times.

But the world we're getting married in this Spring—it isn't quite the carefree place I used to think it was. I've grown up . . . learned to look beyond the silly whims and passing fancies. And the things that seem worth having

—they're the things that last, that go on being fine and beautiful in a topsy-turvy world.

There's my International Sterling, for instance. I never dreamed how much it would mean to me. It's so lovely in itself. I'll be proud every time I use it. But that's only part of it. The main thing . . . well, I guess it's the idea of owning a lifetime possession, something permanent and . . . and unchanging. In time, we'll think of it as the "family silver"—an heirloom, almost. Yes, it's wonderful to start off with really fine sterling, a kind of satisfaction I'd never have with anything second best.

A few years ago I didn't know I'd ever be so solemn. But I'm glad, somehow . . . I think John's getting a better kind of wife.

If the solid silver pattern you choose is made by International, you have the life-long satisfaction of knowing

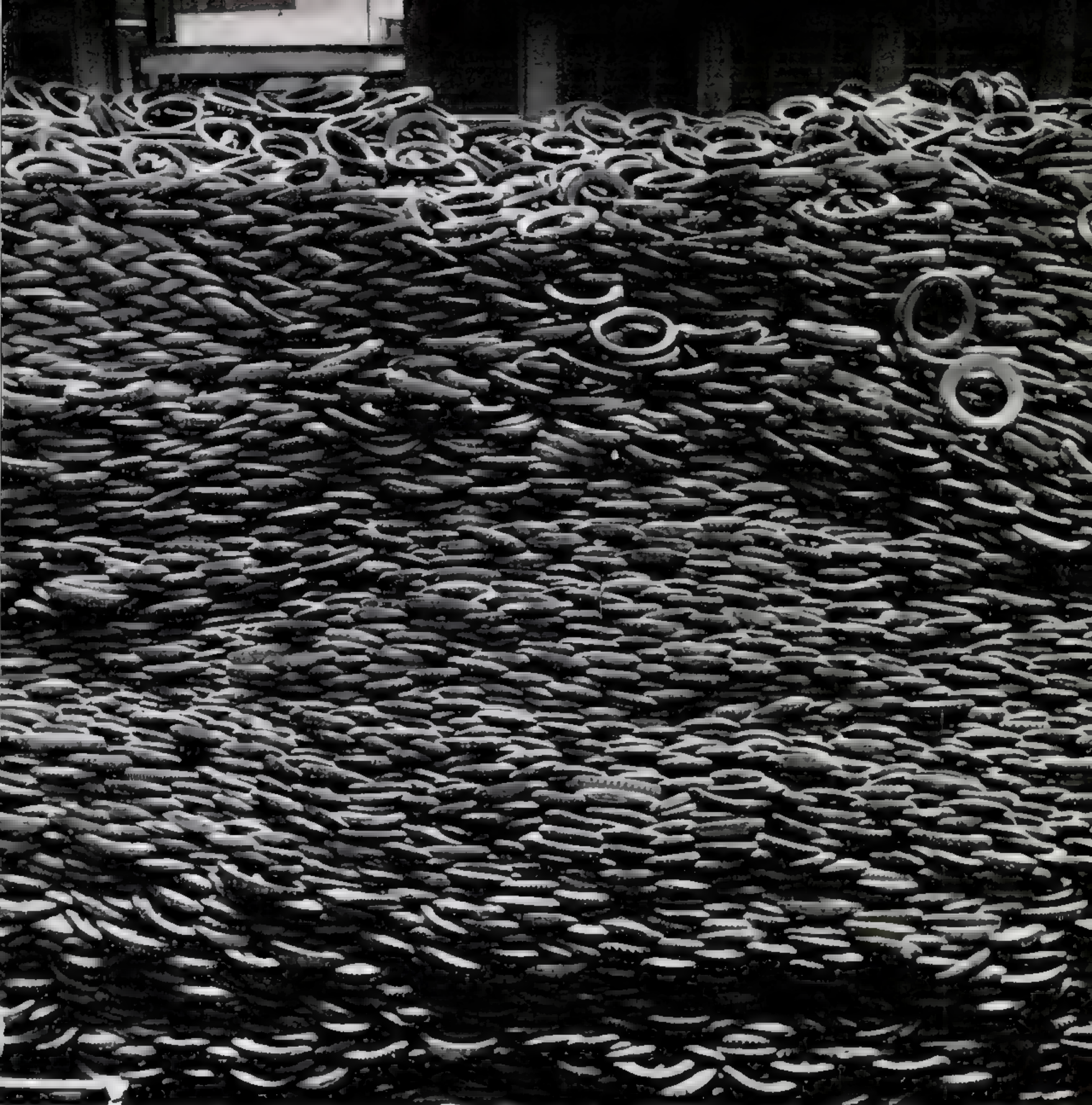
— that your sterling was made by the world's foremost silver house . . .

— that your pattern was designed by craftsmen whose predecessors were creating spoons of coin silver 100 years ago . . .

— that pieces created by International's present craftsmen are often exhibited in leading art museums.

Yet International Sterling is moderately priced. A starting service for four in the lovely *Prelude* pattern, for example, costs only \$74. Gifts of spoons or forks in sets of four are about \$10. Be sure to see *Prelude*—and other beautiful International Sterling patterns—at your silverware dealer's.





SCRAPPED TIRES ARE PILED 4 FT. DEEP OVER ACRES OF GOODRICH RUBBER COMPANY YARDS IN AKRON. INDUSTRY STANDARD ALLOWS 30% RECLAIMED RUBBER IN NEW PRODUCTION

RUBBER

War in Pacific ends tire sales to U. S. civilians

To the rubber-tired population of the U. S., the last week of 1941 brought an abrupt and practical demonstration of their stake in the war for the Western Pacific. The sale of new tires to all but the most essential civilian users was banned for the duration. On the high seas when the Japs attacked Pearl Harbor were 145,000 tons of rubber in the last cargoes from the Far East, source of 97% of our supply. Against an appetite for 700,000 tons of raw rubber annually, the stock piles hold only 135,000 tons. This can be increased 30% by dilution with reclaimed rubber from the scrap heaps. Beyond that, supply depends on sources that are now only potential.

With careful management, there should be enough rubber for crucial military and industrial uses. To ease

the pinch there is the prospect, by the end of 1942, of 35,000 tons from the jungle trees of Latin America and an emergency expansion to 120,000-ton capacity or more by the infant synthetic-rubber industry. But by far the biggest and most productive source of immediate supply will be the U. S. civilian, whose wastefulness in the past has made U. S. junk piles the envy of the world.

First to learn new habits was the rubber industry, which once frowned on but now has established standards for recapping and retreading of worn tires. This operation requires only 30% to 50% of the rubber in a new tire and there is no rationing in immediate prospect. Equally important, civilian motorists, driving not only their last new tires but their last new cars for a long time, will learn to conserve both by sensible driving habits.



**"DOUBLE-HOPPED" is why
it's DOUBLE-DRY ★ ★**



..and Double-Flavored, too!

FULL SIZE BOTTLE—Also
32 oz. Full-Size Bottle

NEW CLUB SIZE—
16 oz. for a nightcap,
or a nightcap.

HANDY CAN—Flat
top, no deposit or
return

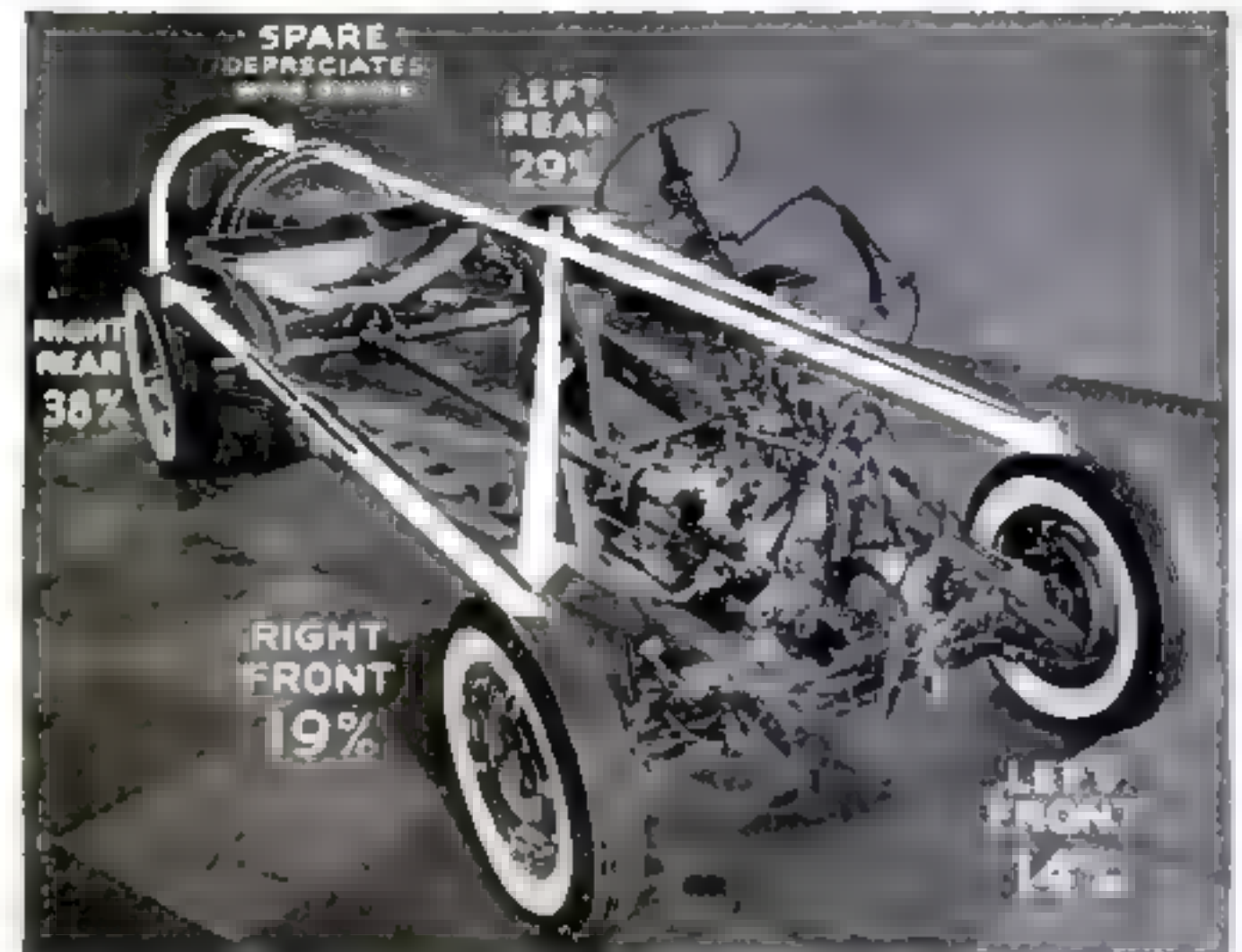


There's nothing to "wash up" a thirst like Double-Dry Ale by Pabst! It's "DOUBLE-HOPPED"—for double refreshment and flavor. First, you see, hops are added as usual, in the brew kettles. Then, in a unique and costly process, huge sacks of succulent young hop blossoms are suspended in the tanks as the ale ages. Slowly, they yield their fragrance and flavor into the ripening, mellowing ale. That's why you enjoy *double* the dry, delicious flavor and aroma. Come clean—have you tried it yet? Do it today—and be *double-glad!*

Copyright 1942, Pabst Brewing Company, Milwaukee

Pabst Blue Ribbon ALE
DOUBLE-DRY ★ ★

RUBBER CONTINUED



Rotation of tires around the car equalizes wear. Rear driving wheels, as indicated by percentages, take heaviest beating. Note that spare tire, usually reserved for emergencies, gets its share of use. This operation should be performed every 5,000 miles.



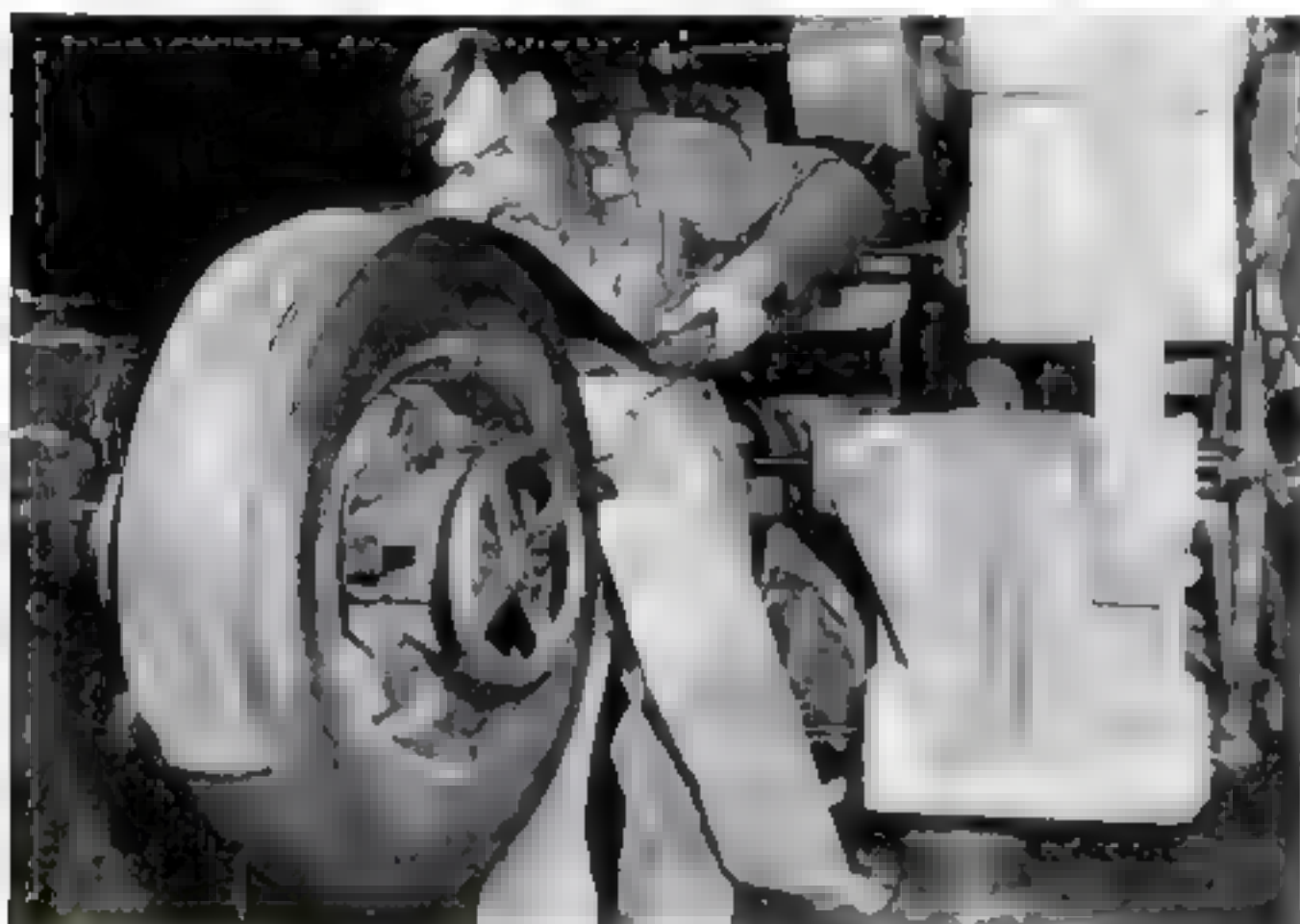
Skid marks are made by actual fragments of rubber roughed off tire by pavement. High-speed driving, even without careless braking, shortens life of the tire by 50%. Under-inflation of tire weakens its side walls; over-inflation wears treads unevenly.



Steel and concrete, in rim and curb, bite into rubber and fabric of curb-hopping tire. Breaks through the fabric carcass of tire can rarely be repaired, make tires unsafe. Drivers must also learn to conserve tubes by proper inflation and mounting in shoe.



Worn down to the fabric, this tire can still be retreaded (see below) to give up to 85% of the original mileage. A good retreading job gives the tire a traction surface equal to the original, and requires less than half as much rubber as production of a new tire.



Tire is retreaded at plant of B. F. Goodrich Co., Akron, Ohio. Old tread has been cut away, the remaining surface buffed, and now, over a layer of cement, a fresh strip of "camel back" is laid on. Tread pattern is then baked into surface in vulcanizing mold.



Types of reconditioning according to industry standards are (from top to bottom): top capping, full recapping and retreading, with layer of new rubber indicated in white. Top capping, when grooves only are worn, is safer than "regrooving" of old treads.

CONTINUED ON NEXT PAGE

"GIVE A GIRL HER GOO!"

MITZI PERRY of New York's famous Music Hall Rockettes—who are picked for brains as well as beauty. Rockette Perry applies intelligence to removing cosmetics.



"This stage make-up is gooey. But honestly, I think ordinary street cosmetics are just as tricky to remove—they're so fine. In any event the answer is an efficient cleansing cream; and my answer to that is a cream I learned to use when I went on the stage—**ALBOLENE CLEANSING CREAM.**"



"But don't think you have to be an actress to appreciate the beautiful cleansing job Albolene does. I mean especially the lovely way it leaves your skin feeling—soft and soothed, not a bit dry."



"I think my skin is as clear as before I went on the stage—maybe better. I've adopted Albolene for home use. I know I'd never find a finer, purer cream. And like any woman, I love a bargain!"

Professional Lb. Tin \$1

ALBOLENE

Cleansing Cream

Saves You Money 3 Ways



Boudoir Jar 50¢
Travel Size 10¢

In 3 separate ways, Albolene Cleansing Cream can save you money! 1. Made and packaged without expensive "frills," you can buy a full pound for only a dollar! 2. First made for hospital and stage use, this cream is efficient—goes far. 3. You'll save money on expensive night creams—Albolene leaves your skin so silky-soft. Try Albolene Cleansing Cream—both your pocket-book and beauty will profit!

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IN THE BEST CIRCLES

WHITE HORSE
CELLAR
De Luxe SCOTCH

8 years old



PREMIUM QUALITY WITHOUT PREMIUM PRICE
BLENDED SCOTCH WHISKY • 80-100 PROOF • BROWNE WINNERS CO., INC., NEW YORK

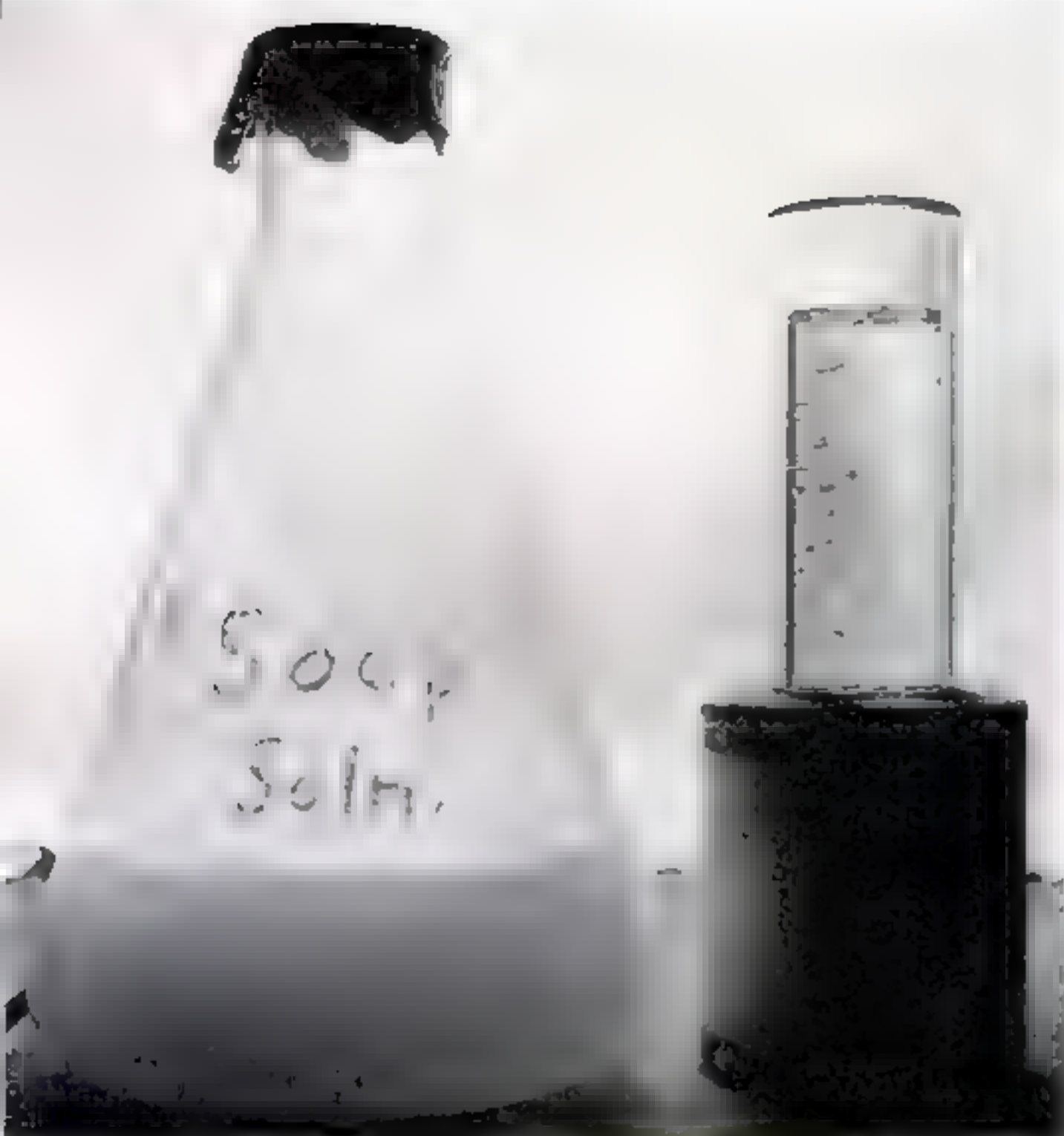
RUBBER CONTINUED



Rubber stock pile last 12,000 tons of rubber in a great Fall River, Mass., warehouse of Firestone Rubber and Latex Products Co. last October. Firestone gets small tonnage from Latin plantations. In native Brazil rubber plantations have not thrived.



Rubber in California can be produced from hardy, desert-growing guayule shrubs, here shown under cultivation at Intercontinental Rubber Co. experiment station in Salinas, Calif. In Mexican highlands, where shrub grows wild and is collected by peons, guayule yields about 7,000 tons of rubber a year. The shrub matures in four



Synthetic rubber offers best hope for replacing East Indies sources. The ingredients for Ameripol, synthetic which was developed by the B. F. Goodrich Co., are vegetable fats (left), and butadiene, a highly volatile gas cracked from crude petroleum (right).



years, yielding more than 1,000 lb. of rubber an acre. Whole plant must be cut down for extraction of rubber. Intercontinental has bred high-yielding strains, developed such plantation machinery as the vacuum-cleaner seed collector shown here and has seed in stock to plant 55,000 acres. Federal Government may soon take project over.

THE FINGER OF FIRE...

you never know where it will strike!



You work hand-in-hand with fire all day long. You cook with it...laundry...scour...clean! Watch out for the Finger of Fire! Keep Unguentine in the kitchen—to ease the pain of a burn—to give antiseptic protection...and to promote healing.



Lively youngsters are always barking knees or knuckles...scraping shins...skinning or burning fingers. Keep Unguentine handy in the playroom—to give one-two-three first aid...to relieve pain, fight infection, promote healing and quick recovery!



Tools slip and gouge your hands...a hot motor can give you a savage burn! Keep Unguentine in your car—for garage mishaps, and minor injuries on the road!

It's Three-way First Aid

- ① Relieves Pain ② Fights Infection
- ③ Promotes Healing



Reg. U. S. Pat. Off.



As the camera saw her in this only known photograph, Mary Cassatt at 68 was tall, angular and somber. Here in her summer chateau in Mesnil-Theribus, 27 miles from Paris, she died at the age of 81.

A BIG BALTIMORE SHOW REVIEWS CURIOUS CASE OF MARY CASSATT

Being America's greatest woman painter brought strangely little fame to Mary Cassatt, who died in Paris 15 years ago. Not until this month at the Baltimore Museum has there been a representative show of her work, and in March the first American book on her art will be published by Hyperion Press. Strangely, too, for a painter of motherhood, Cassatt herself was a spinster.

In her own way Mary Cassatt had pioneer courage. At 23 she went to Europe alone to study art, while her scandalized father, a rich Philadelphia banker, roared after her, "I would almost rather see you dead." While her brother was going on to be president of the Pennsylvania Railroad, Mary studied the masterpieces of Rubens and Franz Hals, and settled in Paris for the rest of her life. After her work first appeared at the Paris Salon, Edgar Degas, the great French painter, said, "I will not admit that a woman can draw like that." By her deep desire for motherhood, or perhaps by an even deeper desire to be mothered, Cassatt was so profoundly moved that her modern madonnas escape the danger of being merely sentimental.

While warmth and tenderness were the hallmarks of Mary Cassatt's art, her life in contrast was notably austere. She started work every morning at 8 in her studio, toiled until the light failed. Her integrity as a critic of new art movements was so widely trusted that she became an adviser of many U. S. collectors in Paris, and for her close friend, Mrs. H. O. Havemeyer, she helped assemble the famous Havemeyer collection of Modern French painting in the Metropolitan Museum. From her long working hours Mary Cassatt went blind in her later years and died at 81, stamping her cane at the young artists who came to Paris to loaf but confessing that "after all a woman's vocation in life is to have children."



As Edgar Degas saw her in his painting, called *Portrait of Mary Cassatt*, she was wistful and sharp-chinned. Mary enjoyed a long platonic friendship with Degas who painted her in many curious poses.



As she saw herself in this self-portrait dated 1878, Mary Cassatt is most relaxed and girlish. By comparing this with painting at left, you see her style is like Degas'.



"The Toilet," owned by Chicago Art Institute, was painted when Mary Cassatt was at the height of her talent after living in Paris for 20 years. In 1890 she and Edgar

Degas went to a Japanese print exhibit which affected both their styles. Here the oriental effect is apparent in the bold stripes and decorative, somewhat flat pattern.

Mary Cassatt (continued)



"Young Mother Sewing" is one of Cassatt's loveliest paintings with its cool green somnery light behind the warm orange bonquet. It is from famous Havemeyer Collection.



"Mother and Child" reveals how Mary Cassatt in the freedom of her later years revealed like Renoir in glowing flesh and soft drapery. It is owned by Metropolitan Museum.



"BEFORE THE WINDOW," WITH ITS RICH COLOR CONTRASTS, SHOWS THE ARTIST'S OBVIOUS SENSUAL DELIGHT IN THE TENDERNESS BETWEEN MOTHER AND DAUGHTER

CASSATT SET A STYLE FOR MAGAZINE ART

Mary Cassatt's paintings of motherhood were seen by few Americans, but they did influence other artists such as Jessie Wilcox Smith, who exploited the same theme with enormous popular success in her book and magazine illustrations. Like Cassatt, she was born in Philadelphia, remained a spinster until she died in 1935. Below: three appealing examples of her 195 magazine covers for *Good Housekeeping*.



Give Your Skin this GLAMOUR MASK

New 1-MINUTE MASK
helps your skin feel softer,
look lighter, fresher

You'll love this exciting new way of
using Pond's Vanishing Cream as
a 1-Minute Mask!

It's a real beauty "find," women
are saying. So quick! So simple!

You just smooth the cream in a

thick white mask over face and
throat (except eyes). Leave 1 full
minute. Tissue off excess.

You'll like the delightful cool
feel the Mask has while on.

And when you wipe it off, you'll
adore the fresher, softer look of
your face. Your skin seems lighter,
whiter. It feels softer, smoother!
Use 3 or 4 times a week in the morn-
ing, evening or during the day.



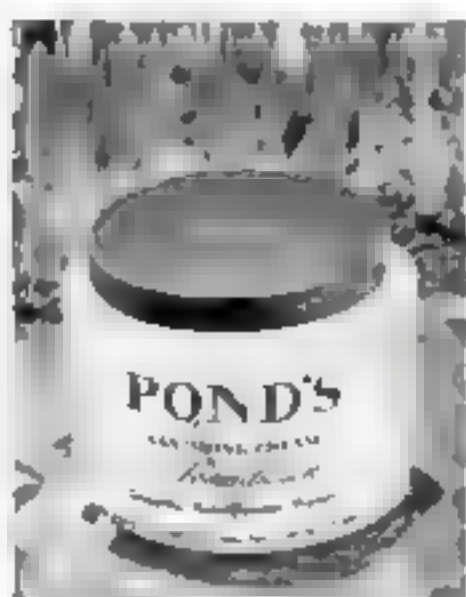
Beautiful Mrs. Elliott Roosevelt
says, "I've found the 1-Minute
Mask with Pond's Vanishing
Cream a delightful beauty pick-
up. It makes my skin look and
feel so much fresher and softer."



Countless tiny
dried skin cells
and tight-sticking
dirt particles may
darken your skin,
make your com-
plexion look dull.

1-Minute Mask's
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After the 1-Minute
Mask your skin
looks fresher,
lighter! It feels
adorably softer!
And your make-up
goes on beautifully!



USE AS POWDER BASE, TOO

Always before you
powder, lightly
smooth on this
fragrant, non-oily
cream. It gives your
skin a velvet-soft
mat finish. Helps
protect it from
dryness and winter
chapping. Powder
goes on with lovely
smoothness—
clings for hours.

FREE... 1-MINUTE MASK

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Send me sample tube of Pond's Van-
ishing Cream—so I can try one of the
1 Minute Masks—the new plan for a way
to use this famous cream lovely society
women praise.

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Address _____

(Offer good in U. S. only)



WOMEN AT WORK— FOR THEIR UNCLE SAM!

They're running farmers' tractors—
they're at a factory bench—
The hands that rock the cradle
wield a nifty monkey wrench.

They're wearing pants and jumpers
made of denims and of drills—
And the dirndlest-looking dirndls
made of sturdy cotton twills.

*GIRLS: Oh, aren't we cute and snappy
in our cover-alls and slacks?
And since the tags say "Sanforized"
we'll stay as cute as tacks!*

For clothes' defense, it's smart to know
the label "Sanforized"—
It means your duds are safe in suds,
and won't shrink out of size.

The tag says one per cent's the most
the goods can ever shrink—
And that's so next-to-nothing that
it leaves you tickled pink.

*GIRLS: Oh, we used to buy 'em roomy
and we used to look a fright—
But now, for not an extra cent,
we always look just right!*



Gilbert Bundy

↓ SO CAN YOU—AND EVERYBODY!



If your own job is cooking
while your cook makes shells or tanks—
A house dress labeled "Sanforized"
will win your laundry's thanks.



Your men (the dears) have had for years
this "Sanforized" protection—
In work clothes first, then shorts and shirts,
they found this shrink-correction.



In clothes for work, in clothes for play,
in clothes to do your bit in—
Look for the label "Sanforized"
to keep a perfect fit in!

•SANFORIZED•

REG. U.S. PAT. OFF.

Checked standard of the trade-mark owner
The "Sanforized" trade-mark is used by
manufacturers on "Compressive Pre-Shrunk"
fabrics only when tests for residual shrink-
age are regularly checked, through the serv-
ice of the owners of the trade-mark, to
insure maintenance of its established stand-
ard by licensed users of the mark.

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You'll find this "Sanforized" label on
other cotton, linen, and spun rayon wash-
ables, too . . . such as children's clothes,
uniforms, slip cover and curtain materials.

FOR PERMANENT FIT... LOOK FOR THE "SANFORIZED" LABEL

"LOUISIANA PURCHASE" IS A GOOD EXAMPLE OF ESCAPIST FARCE FOR WARTIME PUBLIC

The problem now puzzling Hollywood is what kind of movies to provide for a nation at war. In England it was found that when theaters were temporarily closed the tension became almost unbearable, and when they were reopened the public clamored for gay, farcical, glib movies. Already U.S. theater owners report a demand for more comedies and adventure films. Still in a state of confusion, Hollywood is shelving some of its grimmer war pictures like *Hour Before the Dawn* made from W. Somerset Maugham's forthcoming novel, but has rushed ahead with *Wake Island*. Its chronic headache is how to keep war pictures timely, and how to keep war angles out of normal everyday movies since war now touches normal everyday life.

Meanwhile the demand for movies increases. In New York over the holidays attendance records were broken at three top movie houses, including the Paramount, where its new musical, *Louisiana Purchase*, is now offered as a good example of what a wartime escapist movie should be.

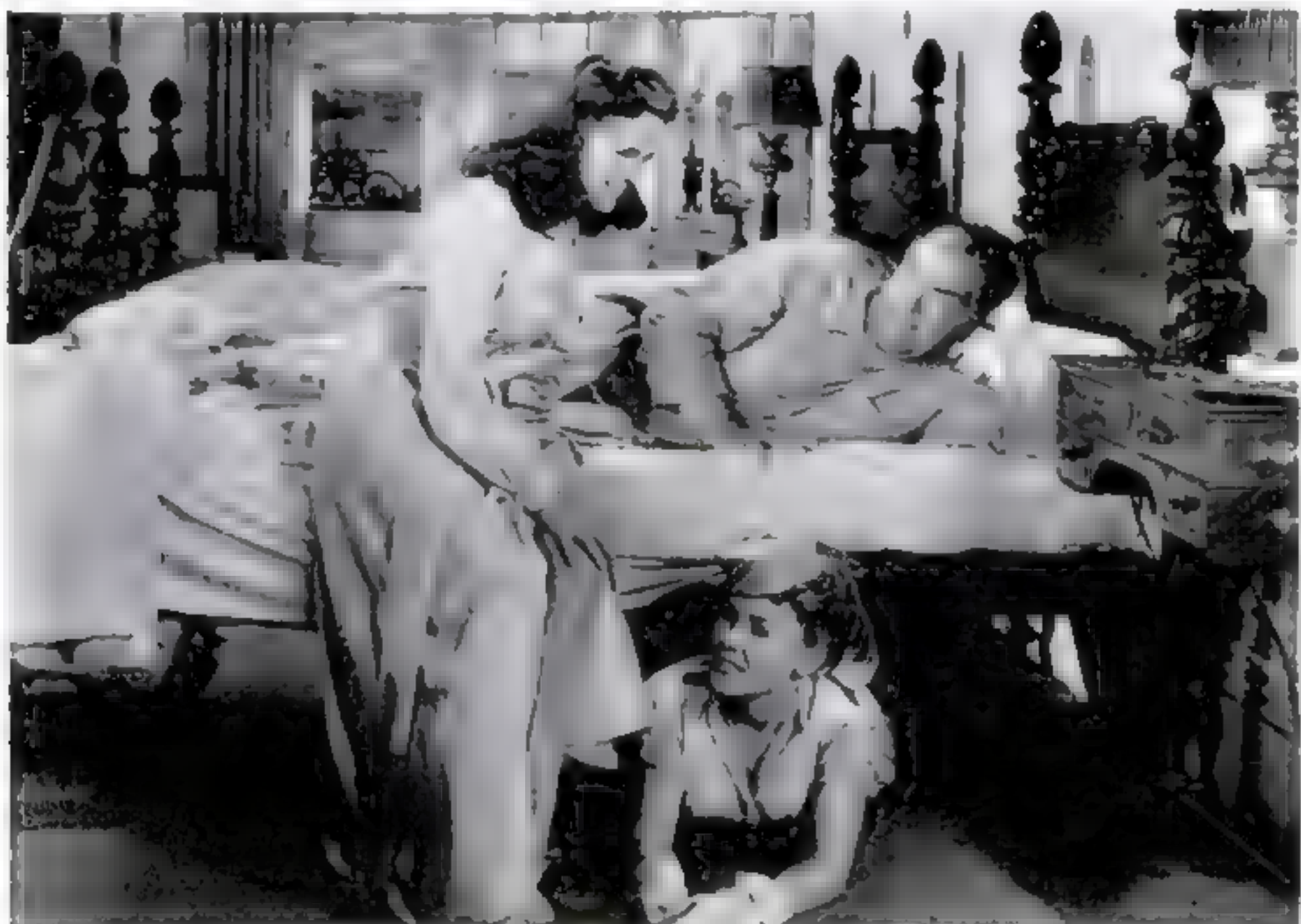
Louisiana Purchase, adapted from last season's Broadway hit, tells the story of a U.S. senator who goes to New Orleans to investigate certain evil doings and is deflected from his duty by wine, women and Irving Berlin song hits. From the original cast come Victor Moore, Vera Zorina and Irene Bordoni, while Hollywood contributes its own valuable Bob Hope. What results is high-grade merriment which preserves, thanks partly to its stunning technicolor photography, much of its pristine Broadway gloss.

As if by tacit agreement, Young-Timer Bob Hope lets Old-Timer Victor Moore steal the show as the fuddy-duddy senator. From half a century in show business, Moore has learned his tricks, first in a Coney Island stock company, then barnstorming around the country, then in a series of two-reel Klever comedies, then in half a dozen Broadway hits including *Of Thee I Sing* (1931) in which he created the classic Vice President Throttlebottom. Moore is now set to team again with Bob Hope in the picture *Ready Money*. He is the highest paid actor of his age in show business. At 65 he has just signed a five-year Hollywood contract.



"I have a run in my stocking. Look!" cries Vera Zorina, attempting to get Victor Moore into a compromising situation in order to discredit his investigation of shady Louisi-

ana politics. "You think that's anything? Look!" answers Moore showing her his own toeless sock. Zorina is so touched by Moore's friendliness she wants to call off the frame-up.



To ruin Moore's reputation, two Louisiana beauties are smuggled into his bedroom. Under the bed is Phyllis Ruth, and at left is Dona Drake (p. 60). Below: to keep Moore

from prosecuting him, Bob Hope (getting throat sprayed) stages a filibuster in the State capitol by reading Sears-Roebuck catalog, *Face on the Burroom Floor*, *Gone With the Wind*.



MOORE IN HIS MARDI GRAS COSTUME GETS KISSED BY ZORINA

*Anywhere you see it
V.V.O. means better Scotch*

WHAT'S YOUR TASTE IN SCOTCH?...Thousands who are critical about their Scotch find greater enjoyment in Martin's V.V.O.

They appreciate the distinctive flavour of V.V.O.—every drop is *liqueur* Scotch—the very pick of choice Scotch whiskies. Also, Martin's V. V. O. is 88 proof instead of the usual 86.8—goes a bit farther!

Why not enjoy the added advantages of V.V.O.? It costs no more than most other brands.

Call for
MARTIN'S
V.V.O. BRAND
Blended Scotch Whisky

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"Louisiana Purchase" (continued)



Dona on a balcony of her Hollywood home performs her morning ritual of letting out her Siamese cats. Guests who dislike her animals are requested to leave Dona's home.

DONA DRAKE IS MAD ABOUT MUSIC AND PETS

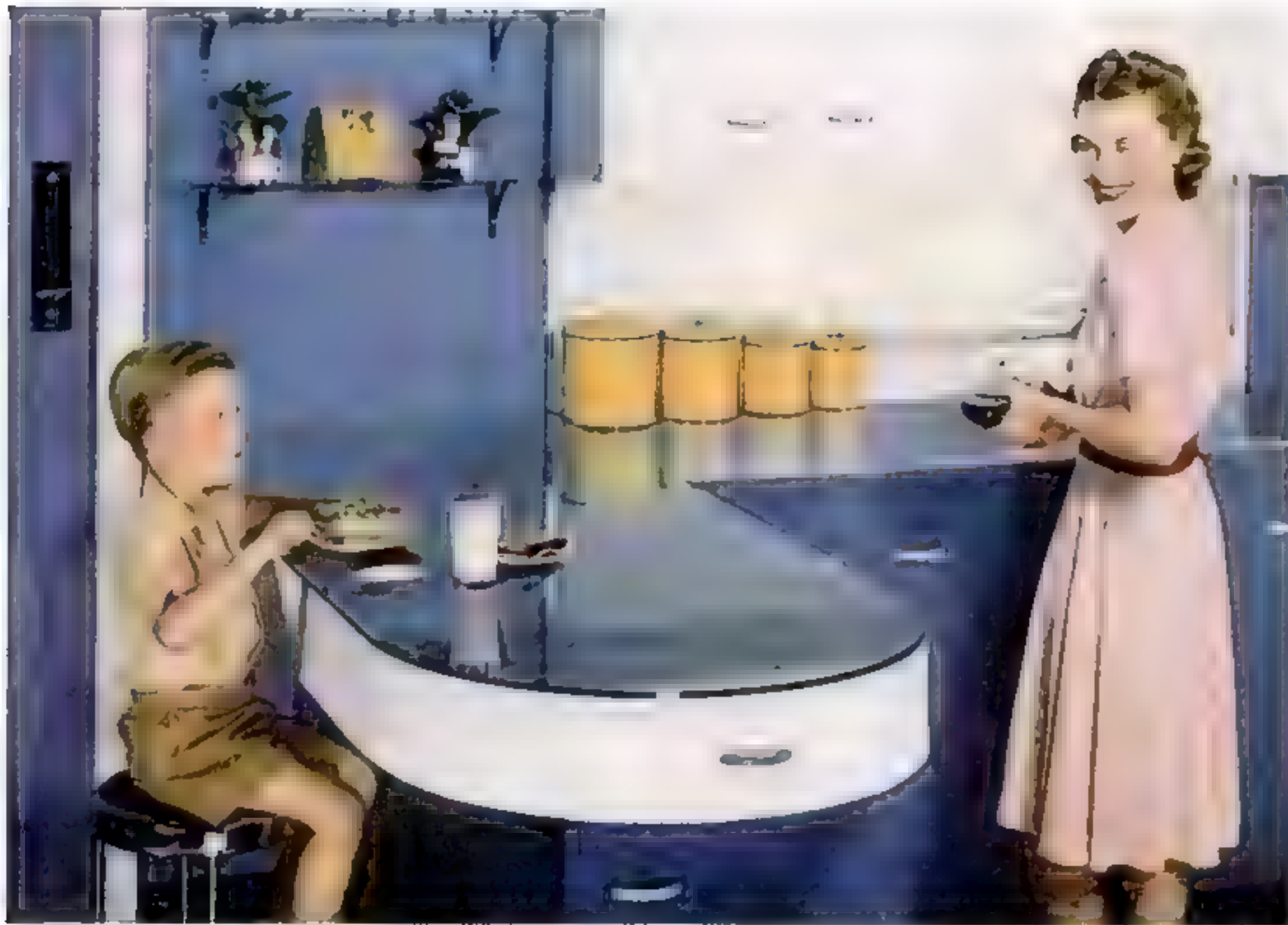
Chestnut-haired Dona Drake has the same part in the movie of *Louisiana Purchase* that Carol Bruce played in the stage version. It is a small part requiring her to scamper through a bedroom scene and sing one sultry song. But it brought fame to Bruce and it will certainly draw attention to Drake.

Since she was born in Mexico 21 years ago, Dona has changed her name from Rita Novella to Rita Rio to Rita Slaw to Dona Drake, and has played the clarinet, the trumpet and the piano in a variety of entertainments. In Hollywood her good friend Dorothy Lamour got Dona her first acting job in *Aloma of the South Seas* in which she played Lamour's cousin and wore a junior sarong. Tom-boyish Dona enjoys the free, simple life, loves to shoot at tin cans with her rifle, lives alone with seven pets. She says she furnished her house with cheap furniture so her pets could live freely too.



Healthy Dona sunbathes with Jackie, her cocker spaniel, keeps her weight at exactly 100 lb. by cavorting with her pets and scrambling up and down the Hollywood hills.

CONTINUED ON PAGE 61



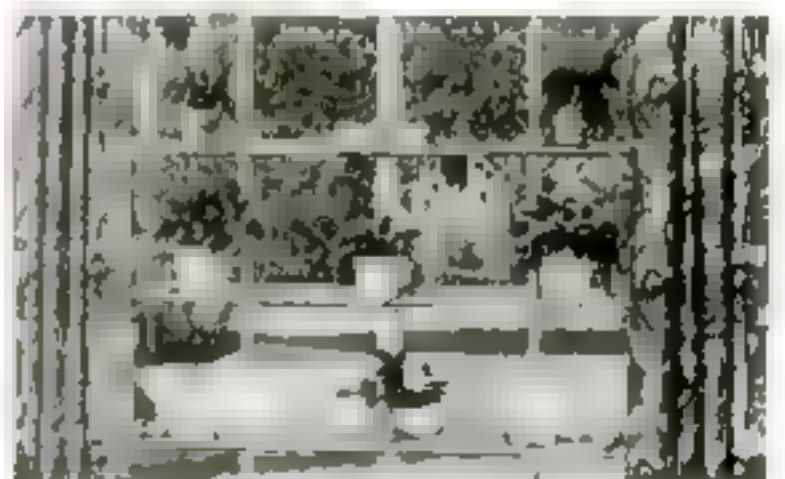
"Tommy is a spiller-diller.
What a grand idea it was to put a plate glass top on our breakfast bar! No trouble at all to wipe it clean. That L-O-F Louvre over the counter gives me a lot of light to work by. The glass shelves for knickknacks make colorful spots."



"Here's how to grow a bigger room. Our living room is just a little snug. We made it seem much larger, and brighter, too, by putting a polished plate glass mirror over the mantel. And the reflections double the beauty of things I put in front of it."



"I can see myself tip to toe. And often, just as I am ready to dash off to a party, I save myself later embarrassment by discovering that my slip shows or my blouse is out in back. A full length mirror is a lifesaver."



"My little pig bank went to market. Nickels and dimes bought my nook for knickknacks. The shelves are L-O-F Polished Plate Glass. They let light from below play on everything. The effect is lovely."



"Window Conditioning saved \$38 on fuel. Tom says it's the smartest thing we did, putting in double windows. We didn't have them the first winter. But last year, besides saving \$38, we were a lot more comfortable."

"-and everywhere that Mary went-"

her home was bright and cheery with Glass Designed for Happiness

Mary wasn't rich. But she was wise. That's why she and Tom used Libbey-Owens-Ford Glass in so many places. It costs but little when you think what you get and how much housework it saves.

Even low-cost homes, which may be bought with payments just like rent, can have glass features like hers. These and other ideas can be used, too, in remodeling or redecorating existing homes.

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Look for the familiar L-O-F shield displayed by the Libbey-Owens-Ford dealer in your town. Get in touch with him for help in working out your plans.



"Guests say they adore the bath-
room. They always mention the Vitrolite wainscot and how bright and spotless it is. All I do is wipe it, now and then, with a moist cloth. Tom says it will never lose its lustre or cost a cent for upkeep."



GET THIS IDEA BOOK! It's brand new and full of charming ideas for making your home more livable and lovable with L-O-F Glass, Designed for Happiness. Just send 10c to Libbey-Owens-Ford Glass Co., Dept. L-119, Nicholas Bldg., Toledo, O.



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OUR faith in your approval of G & W Whiskeys is based on an extraordinary fact—few whiskeys in the world have been *liked best* by so many people over so long a period of time. ★ We can't tell you *exactly* how many glasses of G & W have been savoured and served to approving guests during the past 110 years, but the score would total millions—and that's a lot of okays in any man's language! ★ So for downright enjoyment, give your friends G & W Five Star. A premium drink for years, this fine whiskey now comes to you at a *new low price*. ★ You'll find moderately priced G & W whiskeys... such as Five Star and Private Stock... featured at better taverns and retailers everywhere.

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THE CANADIAN ARMORED CORPS' SIDE ARMS AND BERET, WITH CREST

RENOWNED for valor on countless fronts, the Canadian Armored Corps first saw tank action at the Second Battle of the Somme. ★ The Corps' beret, black in memory of comrades lost there, is worn by officers into battle, in place of their regulation steel crash helmets, as a point of honor. ★ Thus does the beret, with crest, symbolize their contempt for danger, their excellence on the field of battle. ★ ★ ★ In the field of distilling and blending fine whiskeys, there is another outstanding symbol of excellence—today as 110 years ago—the G & W label.

"Louisiana Purchase" (continued)



DONA DRAKE GIVES FOOD TO HER RABBITS CALLED HUG, KISS, PASADINI, STUDE



DONA TOOTS HER TRUMPET FOR HER CAT WHO DOES NOT APPRECIATE SWING



DONA PRESENTS AN ICEBOX FEAST TO JACKIE AND HER CATS AMA AND POLA

CONTINUED ON NEXT PAGE

ELASTIC STOCKINGS

*... but even her husband
never guessed*



*all evening long she enjoyed
comfortable relief from surface varicose veins*

No longer need you sacrifice the beauty of your legs to get comfortable relief from the pain of surface varicose veins.

Bauer & Black Elastic Stockings are not conspicuous, even under sheer chiffon hose. These fashioned-to-fit "Lastex" stockings have two-way stretch, are light, cool, comfortable.

If your doctor has prescribed elastic stockings, see 7 styles for men and women at drug, department and surgical supply stores. Accepted by American Medical Association, Council on Physical Therapy.



FREE... INTERESTING BOOKLET ON ELASTIC STOCKINGS! Bauer & Black, Division of The Kendall Co., Dept. EC-34, 2500 S. Dearborn, Chicago. (In Canada, Leaside (Toronto), Ontario.)

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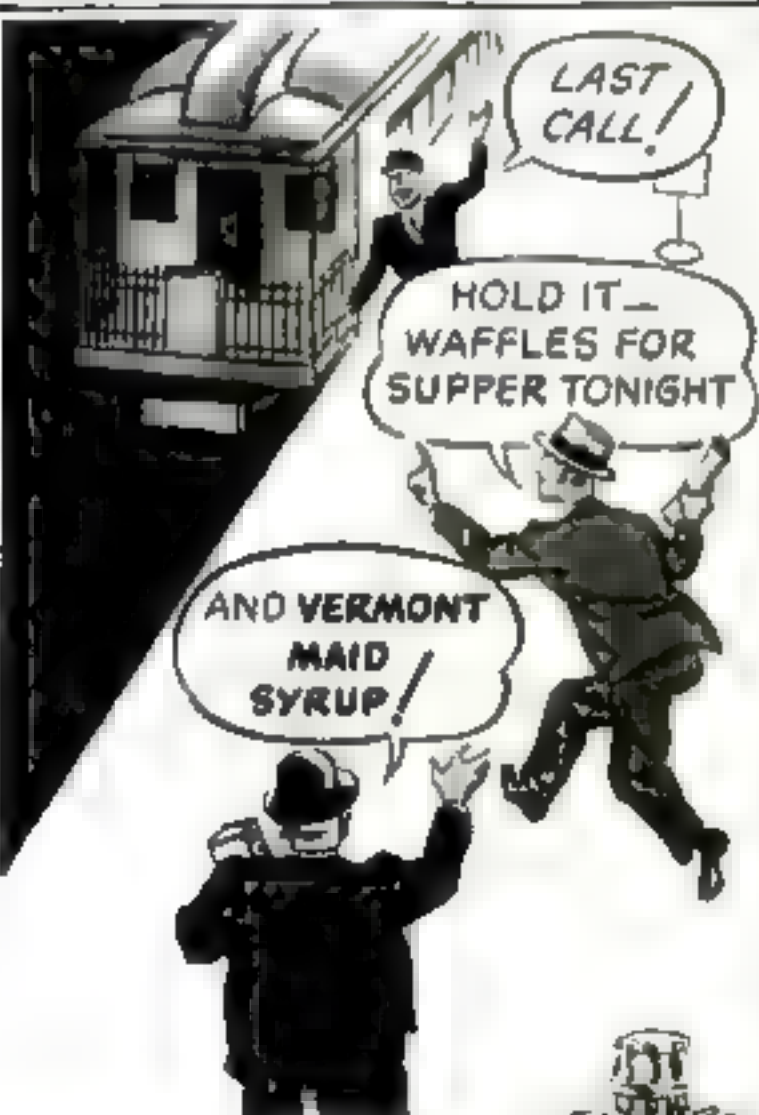
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Lamps play an important role in the charm of any room—and they play it with distinction and originality when they come from LIGHTOLIER. Here, for example is modern at its best—a gay peacocking bowl with wide angled pebbled shade—endlessly interesting, useful, and reasonable in cost, like LIGHTOLIER Lamps of all styles and types. At the better stores everywhere. Send 3¢ stamp for "How to Choose a Lamp." Address LIGHTOLIER, 11 E. 36th St., New York City

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Everyone comes on the run for this syrup with that real Vermont maple sugar flavor—a perfect blend of cane sugar and genuine Vermont maple sugar that enhances the maple flavor. Makes it richer. Buy a jug today!



Vermont Maid
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TASTY

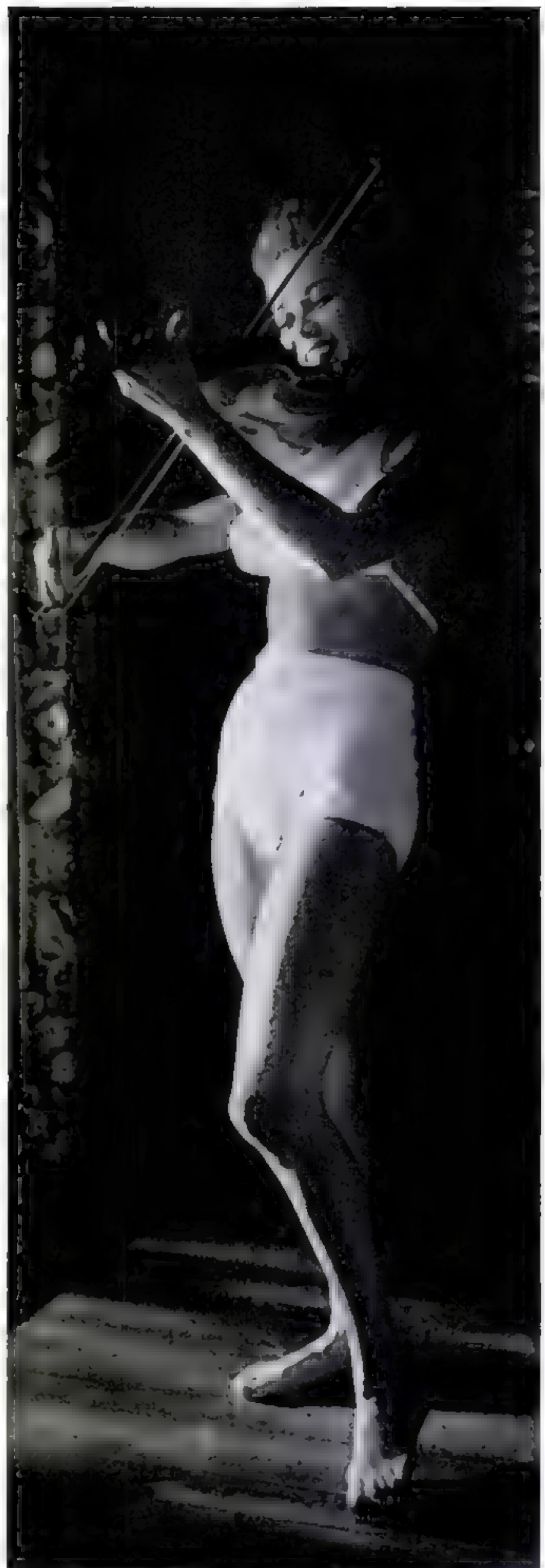
Made With
REAL
Root
Juices

Hires
ROOT-BEER
WITH REAL ROOT JUICES
CHARLES E. HIRSH

Only
NATURAL
FLAVORS

5¢

"Louisiana Purchase" (continued)



Dona practices violin in her special "violin costume." Actually Dona is not a violinist but is learning the gestures so she can appear to play in her next movie, *Murder Farm*.




*"There's a meeting at Independence Hall tomorrow
... I hope something comes of it"*

THUS spoke John Maxwell Nesbitt, talking to a fellow citizen in early Philadelphia about the affairs of young America.

He was thinking of ships and storms and piracy ... and that ship-owners and shippers were being discouraged from venturing in trade with foreign countries. Discouraged, because the only insurance they could get against ocean hazards was from individual citizens who took the chance as underwriters ... and too often were "broke" when called upon to pay. Active ocean trade meant so much to healthy growth of business and industry.

So, at 10 o'clock in the morning of December 10, 1792, in the same room in which delegates of the Colonies had signed the Declaration of Independence, Nesbitt met with other Philadelphians to discuss a plan for insuring ships with greater certainty. They founded Insurance Company of North America, with Nesbitt as president ... and introduced to this continent the modern principle of giving insurance the sound backing of invested capital. Introduced for ships and soon applied to buildings *against fire*, the dependability of this new kind of



insurance gave men renewed confidence to send ships to sea, erect factories, put money into business, build homes. Foreign trade was stimulated, commerce and industry at home grew by leaps and bounds.

As the Nation spread westward, sound protection was carried to every new community through the personal service of local agents. Today, in the further interest of property-owners, the North America also maintains service offices throughout the country ... to bring "head-office" technical assistance within quicker reach of the North America Agents. As national life has progressed, this Company has kept developing ways to apply insurance to the new hazards and the new

conditions. First the railroad, then the automobile and now the airplane. What next?

Mr. Nesbitt would be proud to know how his kind of insurance is serving his country today ... and that his Company is still the alert pioneer in providing property-owners with dependable protection in step with changing needs. Something did come of that meeting.

★ ★ ★

Specify North America protection ... there is in your community a North America Agent, or a Broker, who, with the facilities of a nearby Company Service Office, is better equipped to give you personal advice.

North America Agents are listed in Classified Telephone Directories under the name and "Eagle" emblem of Insurance Company of North America, Philadelphia ... Capital: \$12,000,000. Losses Paid: Over \$457,000,000. Founded 1792.

Other Companies of the North America Group: Indemnity Ins. Co. of North America • The Alliance Insurance Co. of Philadelphia. Philadelphia Fire & Marine Insurance Co. • National Security Insurance Co. • Central Insurance Company of Baltimore.



NO FORCE CAN STOP THE PROGRESS OF OUR COUNTRY



WARNED OF WAR, DR. WHITEHEAD OF JUNEAU BUILT THE FIRST PRIVATE BOMB SHELTER IN ALASKA

AL A

U. S. FRONTIER

Over the shoulder of Alaska cold winds slide down from the Polar regions, slip between the mountain ranges, build up into the great air masses that give the U. S. most of its weather—fair or foul. Now off the shores of Alaska, the winds of war roar. Whether they will blow fair or foul is a matter that worries the warriors of two nations.

This hulking, misunderstood lump of land is the country's Northwest Frontier. It is potentially a place of great peacetime exploitation. Today it is a place of great potential military exploitation. The Territory sits high up on the world where distances seem strange and foreshortened. As bombers fly, Fairbanks is roughly the same distance from Tokyo, from Honolulu, from New York. The Navy's big base on Kodiak is 900 miles nearer Tokyo than Pearl Harbor is. The farthest Aleutian island is 1,500 miles from Tokyo.

Sitka's Navy air base is a key defense spot in Alaska where the vast land and long coastline (actually longer in miles than

that of the continental U. S.) make mobile defense of much more value than fixed defense. The base itself is opposite the

town of Sitka, on Japanese Island, named by the Russians because a shipload of Jap sailors were wrecked there in 1805.



S K A

WAITS FOR WAR

Alaska can be a jumping-off place for attack against Japan or a shield against attack from Japan. The Aleutian Islands point like a dagger at Japan but by seizing them Japan could turn the dagger against America. Whether Alaska is fitted for offense or defense is one of the many military secrets that have settled like a shroud over the Territory.

In the past two years, Congress has appropriated \$150,000,000 to arm Alaska. This is being spent to improve Army, Navy and air bases at Sitka, Anchorage, Kodiak, Unalaska, to expand the big airport built on top of the eternally frozen land at Fairbanks. Where else along the fjord-bitten coasts the U. S. has dispersed its men, planes, ships or guns are facts the U. S. is hiding and the Japs would love to know. Hardly had the war begun when Jap warships were reported near Alaska, nosing around and looking for trouble.



IMPOSED ON THE U. S., ALASKA STRETCHES FROM COAST TO COAST AND FROM BORDER TO BORDER

The strategic importance of Alaska is pointedly demonstrated in this polarized attack map. Its mainland is only 50 miles from

the mainland of Asia. Fairbanks is within 15 hours' business time from Pearl Harbor, Tokyo or New York and only two

hours farther from Leningrad. Shortest San Francisco-Tokyo route passes not through Hawaii but right under the Aleutians.





SITKA'S RUSSIAN CHURCH WAS BUILT WHEN THE TOWN WAS RUSSIAN CAPITAL

IT IS NOT ALL FROZEN WASTE

The man who claimed Alaska for Russia was a Dane, Vitus Bering, who died of scurvy on a cold island in the Bering Sea. The man who bought Alaska from Russia in 1867 was U. S. Secretary of State William Seward who was damned for wasting \$7,200,000 on a large chunk of frozen land.

Today every smug little schoolchild knows that "Seward's Folly" has paid off a hundredfold but Americans still regard Alaska as a frozen waste. Alaska's latitude is the same as Sweden's or Finland's. In Fairbanks, the temperature has reached 100° during the summertime. The temperature in Meriden, Miss. has dropped lower than it ever has in Sitka, Alaska. It gets as cold in parts of the northern U. S. as it does on Alaska's Arctic shore. Though much of Alaska enjoys rigorous weather, the climate in the south-eastern part is about as mild as Seattle's.

More than half of Alaska's 600,000 sq. mi. is covered by forest or other vegetation. In the summer, when days are long, plants grow overtime. Delphiniums sprout 9 ft. high and cabbages reach the Brobdingnagian weight of 50 lb. The description "Brobdingnagian," incidentally, is peculiarly Alaska's own for it was in Alaska that the traveling Gulliver found the land of the giant Brobdingnagians.

Alaska is a place of great glaciers, which occur only in its warmer regions, but it also has been a center of scorching volcanic disturbances. The Mt. St. Elias glaciers are the greatest outside the Polar ice caps. In 1912 the top blew off Katmai volcano with a roar that was heard 750 miles away and with such force that it burst a 15-mile valley open with millions of volcanic vents that still send steam spouting a thousand feet into the air. Though its landscape looks like something left over from the Ice Age, Alaska is not an ancient land. Geologically speaking, its mountains are comparatively young—adolescents as mountains go.

The 40,000 white civilian inhabitants, about half the Territory's total, live mostly along the coastline and cluster most thickly in the Panhandle, the strip that stretches down the coast toward the States. Alaskans get annoyed at people from the States who offer them aid or advice but they also feel, contrariwise, that the U. S. hasn't paid enough attention to them. They like to remark ironically that their official flower is the forget-me-not.

ALASKA'S MODERN HISTORY BEGAN WHEN KLONDIKE PROSPECTORS RUSHED IN



Small towns in Alaska still look like frontier towns. This outskirts of Palmer, which is in the Matanuska settlement, is a typical example. The bare wooden buildings, decked out with false fronts, stand in an ugly straight row. The street is muddy and unpaved. The saloons thrive and sell large quantities of hard liquor.



Mother Pullen, a widow, came to Skagway with the gold rush in '97, started selling apple pies, then imported the first horses to reach Skagway. Hauling supplies up to White Pass toward the Klondike netted Mother Pullen a small fortune. Today she runs a hotel in Skagway, endlessly recalls the old Klondike days.



Social life in Fairbanks gets busiest in the summertime. Miners haunt the night spots to enjoy women's company. Not counting the military, there are two and one-fourth white men for every white woman in the Territory. Ladies dress formally more often in Alaska than in towns of similar size in the States.



The Matanuska project, which brought distressed farmers from the Midwest to develop Alaska's rich land, has survived good intentions and had mistakes. Its weaklings have gone back, its survivors raise food which is sold in Anchorage and which may play an important role in feeding wartime Alaska.



The big grocery store in Anchorage features packaged brands of food familiar to housewives back in the States. But prices are much higher because almost all food has to be shipped up and transportation adds to the costs. The high living costs make \$2,500 Alaska salary equal to \$1,500 a year in the States.



The modern beauty parlor in Anchorage does a brisk business with women who like to keep up with the States and sport the latest style in hair-dos. City women in Alaska dress as stylishly as women of the "outside." They read the fashion magazines avidly.



The real Alaska, as oldtimers like to think of it, lives on in Fairbanks where, in back of the modern town with its movie house and radio station, are old log and frame houses. Fairbanks, center of the placer-mining industry, still keeps the flavor of pioneer days.



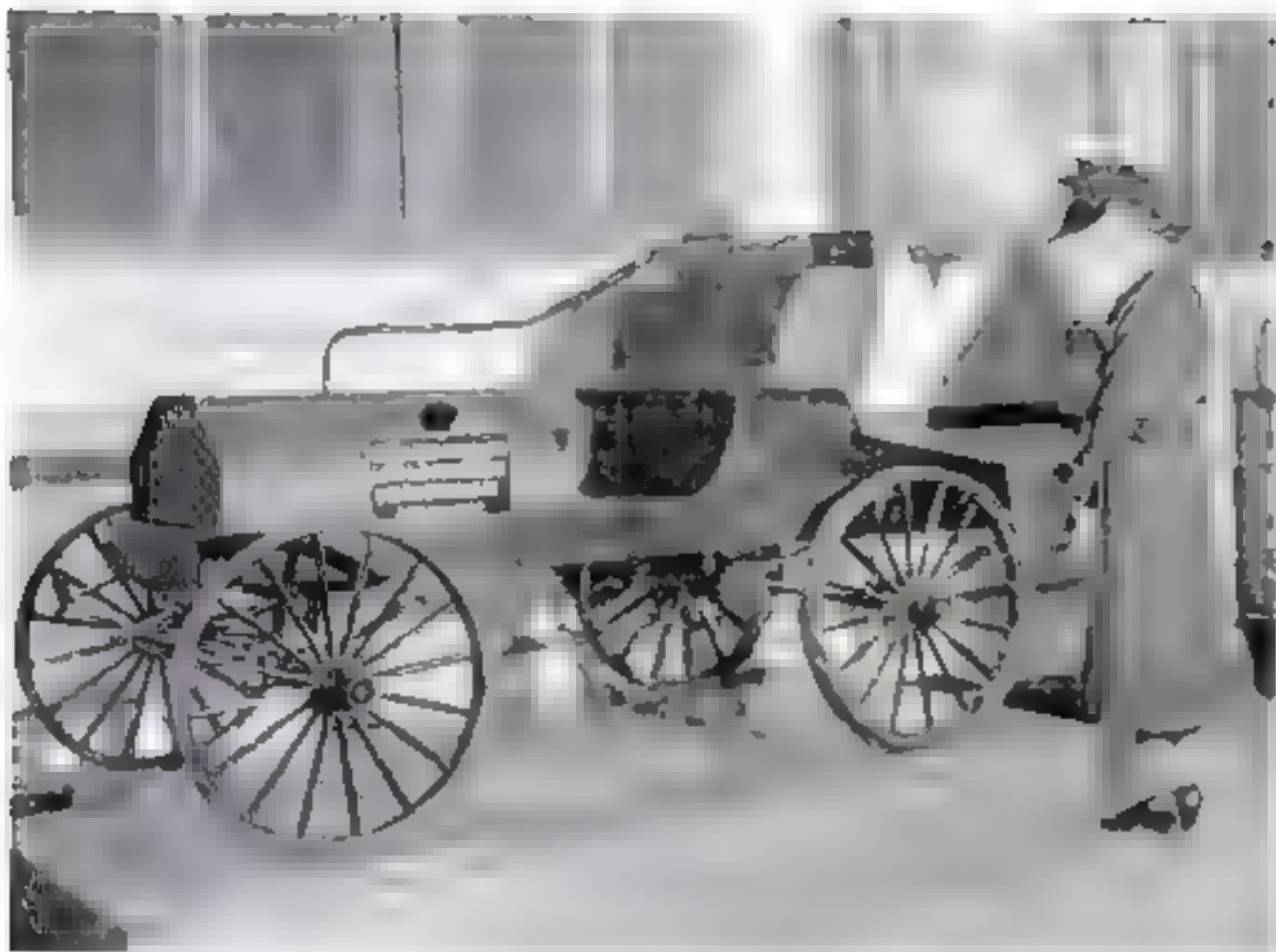
The modern jail at Fairbanks allows card-playing on Sunday. In remote parts of Alaska the law is enforced by district commissioners who act as judge, jailer, everything. Sometimes they grant divorce simply by tearing up marriage license, refunding marriage fee.



The railroad at Skagway runs under reminders of gold-rush days. On the harbor cliff ship captains used to paint the names of their boats to get free advertising. Skagway was port of entry for the Klondike, which was reached by way of the dangerous Chilkoot and White Passes.

Plane transport in Alaska handles anything that will fit into the plane and stand the trip. This cow was flown from Anchorage 235 miles inland to McGrath where some babies needed milk. It was simpler to ship a whole cow to McGrath than to deliver milk there regularly.





THE AUTO WAS BUILT IN 1905 BY AN ALASKAN WHO HAD NEVER SEEN AN AUTO

PLANES MAKE TRAVEL EASY

All across Alaska the Civil Aeronautics Administration has been building airports. In some places it has to dig away mushy, thawing topsoil to get down to the hard subsoil which never thaws at all. In others it has to strip off 12-ft. layers of uncertain muskeg to reach firm gravel. At the same time, the Canadian Government has been building a chain of airports up through Alberta and Northwest Territory into the Yukon, providing a fog-free inland route over which military planes can fly from the U. S. to Alaska.

The airplane, which is changing the whole military picture of Alaska, has already had a profound effect on its civil transport. There are comparatively few highways in Alaska (only 2,000 miles) and none of them are first-class roads by U. S. standards. Only 100 miles of railroad threads its way through the vast land. Seagoing boats squirm around the treacherous coastline. River boats are a choice of most of the year.

But the airplane goes anywhere—summer or winter, cutting over treacherous terrain and making distances seem ridiculously small. Alaska's pilots are about the toughest in America. They fly without benefit of beam or beacon. They thank nothing of taking off from water and coming down on snow. Everything—gold, groceries, machinery, medicine, prospectors, party-lovers—goes by plane in Alaska.

Railroads are hard to build and tough to maintain in Alaska. A narrow gauge—The White Pass and Yukon—runs from Skagway 20 miles up to the Canadian border at White Pass and then 90 miles on to Whitehorse in Yukon Territory. The Government-owned Alaska Railroad runs 170 miles from Seward to Fairbanks. The road is operated with the purpose of not losing money, rather than with the idea of helping Alaska expand. Its stiff rates and its aversion to competition make it a highly unpopular utility.

Alaska's great inland water highway is the 2,000-mile Yukon River. In summer the wood-burning steamboats travel from Whitehorse all the way to the Bering Sea and across to Nome, which isn't far from Siberia.



FOR SMALL PASSENGER LOADS ALASKA RAILROAD EMPLOYS A SIX-WHEEL BUS



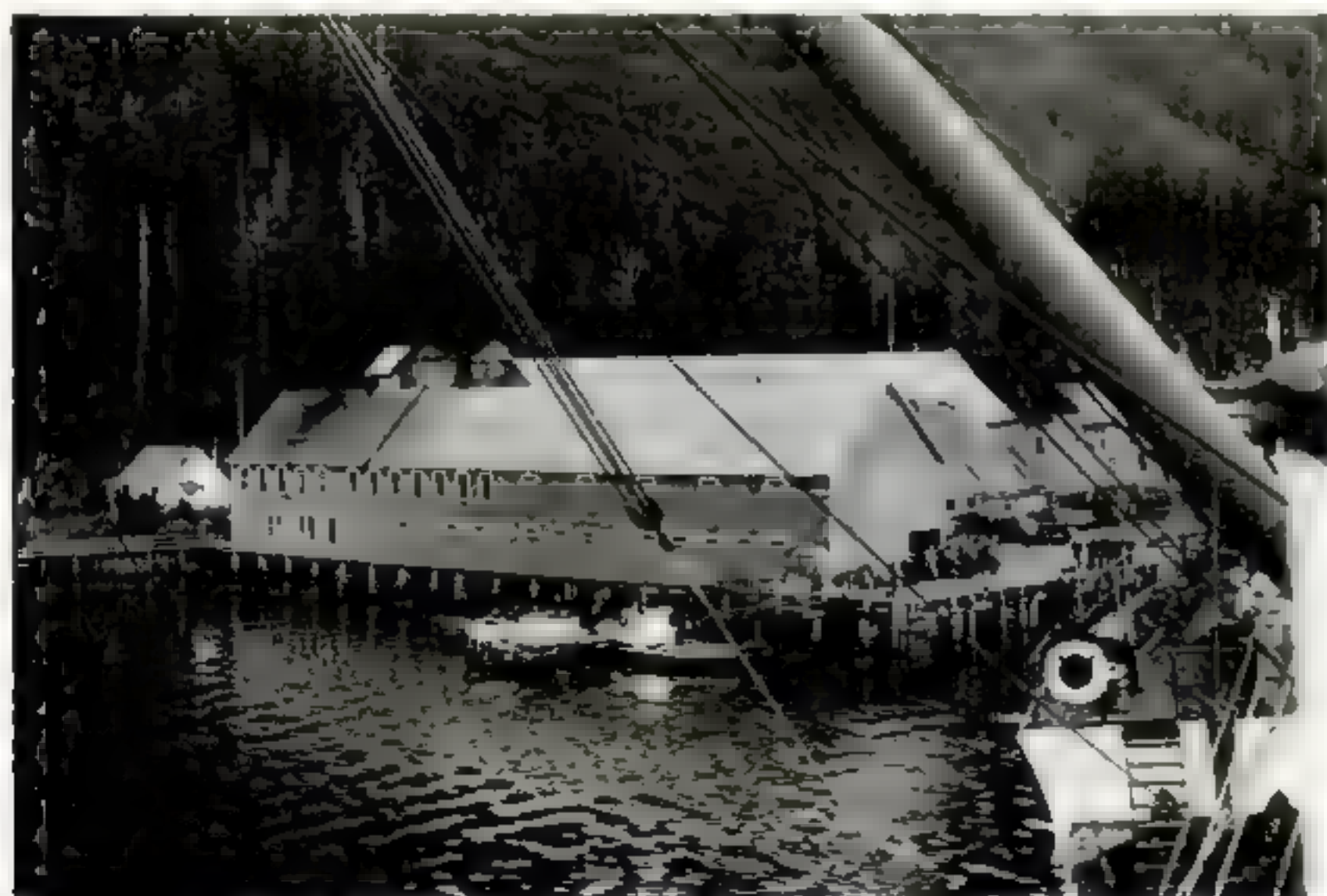
Alaska Railroad moves heavy freight between Seward and Fairbanks, chugging over trestles and mountainous rough country. The airplane serves a social use. Dressed-up party below has flown from Anchorage to Fairbanks, meeting at club on a nearby lake. It is 10 p. m. of a long summer's evening and still light.



CONTINUED ON NEXT PAGE



THE BOATS OF THE FISHING FLEET TAKE SHELTER UNDER THE HIGH HILLS OF KETCHIKAN, THE MOST SOUTHERN OF ALASKA'S CITIES AND ITS BIGGEST SALMON-CANNING CENTER.



Salmon canneries are built on piles over the waters of the fjords and rivers that cut up the coastline. During summer months, when salmon run, canneries are busy night and day. The rest of the year they are idle.

SALMON & GOLD ARE ITS RICHES

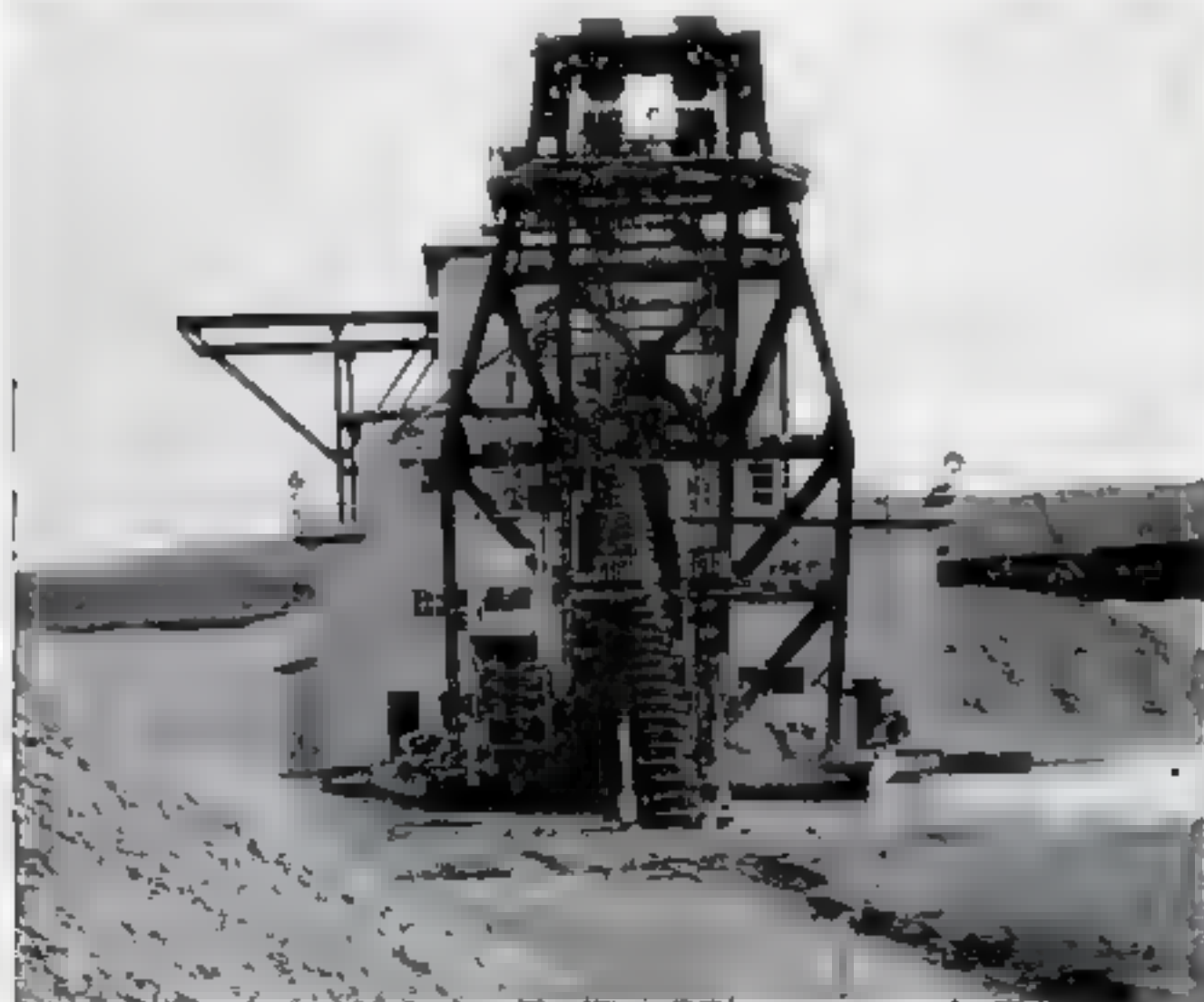
Alaska's official song is *Alaska, My Alaska*. It is sung to the tune of *Maryland, My Maryland* and begins, "O, land of gold, I sing to thee—Alaska, my Alaska." The anthem goes on to praise Alaska's mountains and the rivers but it never gets around to mentioning its salmon.

More than anything else salmon bring riches to Alaska. Since 1880, more than \$1,000,000,000 worth of this fine fish has been caught and canned in Alaska while only about \$300,000,000 worth of gold has been won from its rocks and rivers. A source of wealth, salmon is also a source of worry. Once overfishing almost depleted the supply which was saved by conservation. In past years, big Japanese floating canneries have invaded western Alaskan waters, renewed the fear that overfishing would ruin the industry.

The biggest lode gold mine in Alaska is Alaska Juneau at Juneau. More than half of Alaska's gold comes from placer mining. Some of it is still done by prospectors, but most of it is done by unromantic dredges which chew up tons of gravel a day to extract the precious grains of gold. There hasn't been a gold rush in Alaska since the minor stampede to Tolovana in 1914.



PACK HERE CONSISTS MOSTLY OF THE SMALL AND DELICATE PINK SALMON



Mammoth gold dredges out in Goldstream work over the ground that the oldtime prospectors used to pan. They bring gravel up from 65 ft. underneath the surface.



In the gold-washing room at the Alaska Junction mine, pulverized ore is run onto big water-filled tubs. The tubs are agitated, shaking the ore so that the tinings are washed away and the gold is retained. Below is the First National Bank's safe at Fairbanks where prospectors store their heavy bars of gold.





TO BREAK OUT OF BESIEGED TORRUK, BRITISH INFANTRY DEPLOY FOR BATTLE BEHIND A RIDGE AND ADVANCE AT STEADY PACE TOWARD THE GERMAN BESIEGERS OF TORRUK.

DESERT TANK FIGHTING

COLUMNS RACE ACROSS LIBYA'S SANDS TO CLASH
IN VAST EXPLOSIONS OF DUST, SOUND AND FLAME

by ALAN MOOREHEAD

Sidi Rezegh Battlefield (by cable)

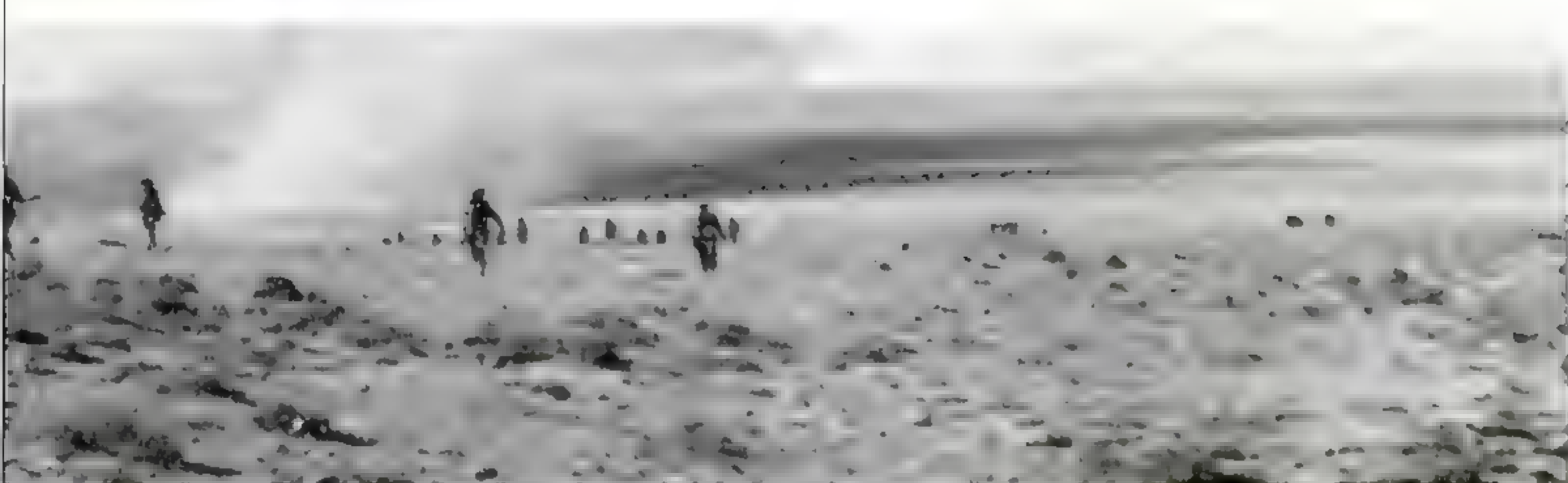
On the night of Nov. 17 a line of squat British Army trucks bounced over the camel's-thorn to the barbed-wire fence that divides Egypt from Libya. Engineers in greatcoats and battledress stepped down briskly in the darkness and began snipping some 20 holes in the 10-ft. thickness of the wire. There was no need for silence. A storm of extraordinary violence was sweeping across the desert and forked lightning played above the fence as the men sheared through the last strands dividing them from Libya.

Before the morning, while the same wild storm was rushing from the sea and the men read into it a portent of what was to come, the British Army passed through the broken fence into Libya. At the head rode the force of U. S.-built tanks that had never seen battle. Many of the crews were old in the



Waltzing Matilda tanks, Auchinleck's heaviest (25 tons) but mounting only a 40-mm. gun against German 75-mm., have buttoned down turrets as they go into the Libyan battle in line ahead with

their signal flags up. Notice armor over the tracks, extra lengths of which are carried on the front fenders in case of enemy hits. These are fine, well-armored tanks, though too slow against Germans.



THE GERMANS FIRING FROM OFF LEFT OF PICTURE SUSPECTED SOMETHING AND DROPPED A SHELL, BEHIND THE BRITISH RIDGE, SHOWN BY SMOKE PUFF IN CENTER DISTANCE

desert—British youngsters of 20, maybe a little more, who had fought their way through to the coast beyond Benghazi last winter and held the southern desert flank ever since. But their vehicles were brand new—M3 light tanks with a brand new 37-mm. gun, new armor, new airplane motors that drove them forward over the rough gravel and saltbush flats at an even noisy 10 m.p.h. Each tank commander sat up high in his open hatch holding his communication mouthpiece in his hand. The men's bedding and camping gear strapped on the open sides soaked steadily in the rain. Each vehicle bore its striped regimental colors with perhaps some painted name above like "Gladys," "Phyllis," "Betty." Each flew its pennants from its wireless antennae that waved about like an ear of corn in the wind.

CONTINUED ON NEXT PAGE

As correspondent of the London Daily Express, Alan Moorehead has been in the thick of the great desert battle in Libya. In this article, written for LIFE 13 days after the start of the British offensive, he gives a brilliant account of tank fighting.

The British strategy, described by Moorehead, was to encircle the German commander, Rommel, and destroy his force. Several times they brought him to bottle but each time Rommel was able to break off and burst through the British encirclement. Thus the British have steadily gained territory, have whittled down Rommel's force but not wiped it out. Now the British are pursuing Rommel west of Agadabia before he receives enough reinforcements to seek battle.



British wounded wait their turn at advanced British dressing station on outskirts of Tobruk. Some made their own way here, others were helped by their friends. In desert tank warfare, many a man

dies alone and the desert crawls with isolated men making their painful way back by compass and the stars. Here those who made it have made themselves comfortable with packs under their heads,

"I Pity the Man With an Empty Pipe"

1727 E. Speedway
Tucson, Arizona

Larus & Bro. Co., Richmond, Va.
Gentlemen:

Recently, I had occasion to go out to a lonely ranch not far from Tucson. As I sat in my car, I saw an old fellow—somebody's neglected Uncle, or perhaps a forgotten Grandpa—sitting on a soap box—a-puffing wistfully on a cold and empty pipe as the aroma of my pipe, filled with good old Edgeworth, was wafted his way.

He was an independent old fellow—never looked up—never asked for a fillin' for his pipe as some old fellow might have done. It touched my heart. Here I was enjoying the *best smoking in the world*, and he had none.

Well, sir, I handed him my tin of Edgeworth—and told him to keep it.

Believe me, gentlemen, it would have done your hearts good to see the joy spread all over that old fellow's face as he took the first puff at his pipe. And did it break down his reserve! He smiled all over the place and thanked me profusely.

The whole thing "got me" so to speak—and while I'm anything but a poet, I was inspired to write the following lines. I guess it's because I love my pipe so much—and I love my pipe so much because I smoke Edgeworth... Here's the verse:

*I pity the man with an empty pipe—
I'd choose an empty larder—
His lot I wouldn't care to share,
To me, there's none much harder
Unless it's the lot of the smoker who,
(Poor, unfortunate soul)
Has never known the utter joy
Of Edgeworth in his bowl!*

(Signed) Furnias T. Peterson

—SEND FOR SAMPLE (At Our Expense)—

LARUS & BRO. CO.
209 So. 22nd St., Richmond, Virginia
Please send me, at your expense, a generous sample of **EDGEWORTH** Ready-Rubbed—America's Finest Pipe Tobacco.

Name _____
Please print your name and address clearly
Address _____
City or Town _____
State _____ 401

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Parks offers you a college education majoring in aviation—our courses lead to B. S. degrees in Aeronautical Engineering, Aviation Operations, Maintenance Engineering, Professional Flying. U. S. approved as a Commercial Ground and Flying School, and cooperating with U. S. Army Air Corps.

15th year. Own airport. Faculty of 82 specialists. Capacity enrollment 325 commercial aviation students and 216 aviation cadets. Open to high school graduates.

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NAIL CLIP FOR BUSY MEN!

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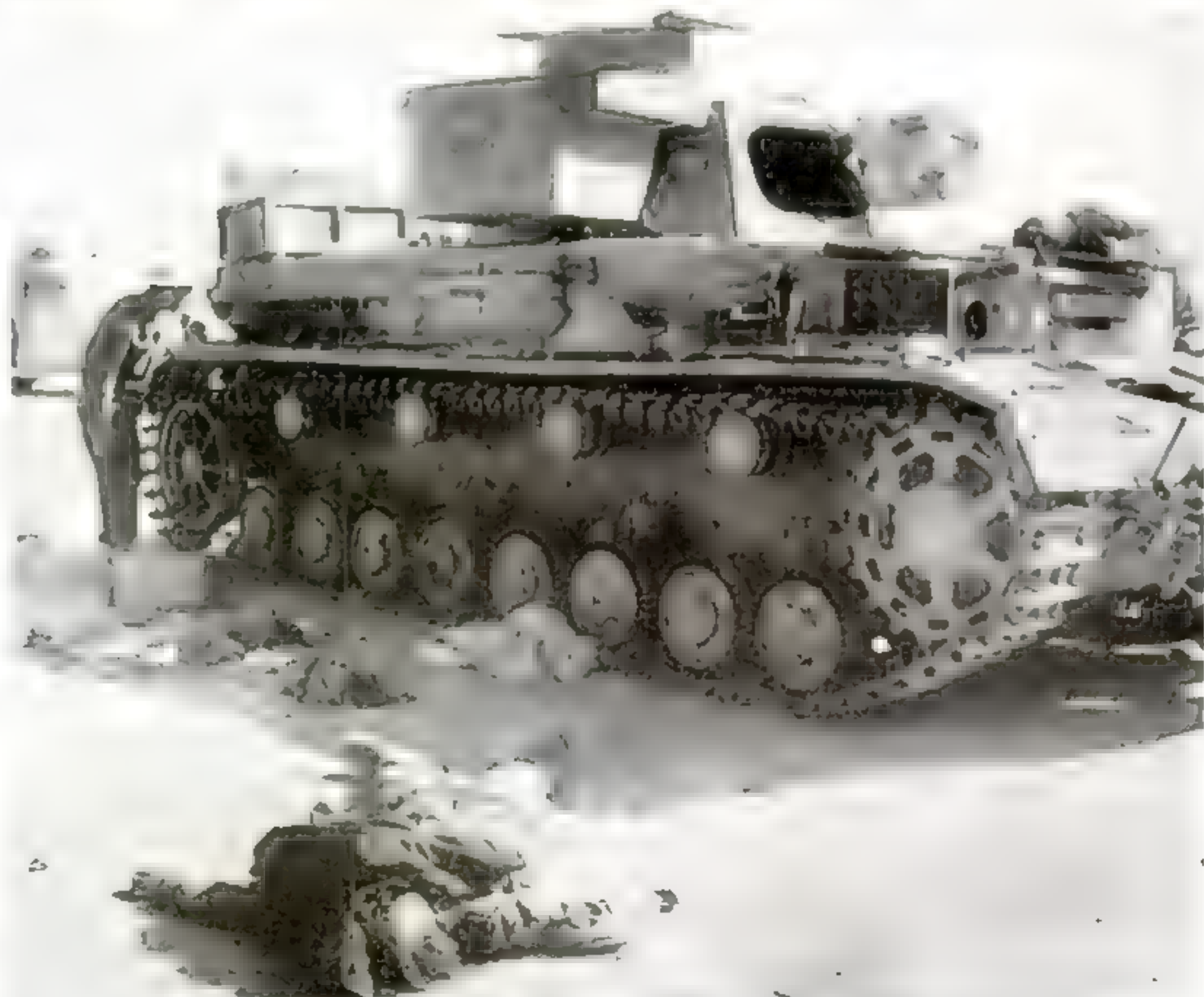


HANDS HIGH AND ACTUALLY GRINNING, ITALIAN SOLDIERS SURRENDER. NOTICE BRITISH TANK DOWN VISTA BEHIND THEM. THEY



Italian prisoners, on the way to the rear, are guarded by armed 40-mm. gun turret of a crack British 15-ton tank, so-called Crusader, and

another at the upper right. On the rear and sides of tank are duffel bags and fuel cans. In the background can be seen big truck depot



What foiled the British was the Nazis' supply of three-year-old tanks like this 22-ton Panzerkraftwagen IV, which mounts a 75-mm. gun

(here turned away). It has 2-in. armor and makes a comfortable 23 m. p. h. In the foreground lies a dead Nazi tank captain, a non-com.



ONE MET BY BRITISH INFANTRYMAN IN SHORTS AND CLOTH-COVERED HELMET

DESERT TANK FIGHTING (continued)

Riding close upon his leading squadrons and ahead of the scattered supply columns following behind went the brigadier in command—a huge man with a strong dark face, a hawk nose, a black tank corps beret on his head and a flash of red on the lapels of his tunic. Like most of the others he had wound a khaki-woolen scarf round his neck and he gave his orders over the radio quietly, quickly, incessantly. By midday, when the clouds were breaking, the little brigade was well into Libya. Enemy outposts that had watched the advance had disappeared over the horizon to break the news to General Erwin Rommel at his headquarters near the coast. All the rest of that day U. S. tanks rode on into an empty enemy desert, meeting no opposition, sending scouts prying ahead but finding nothing.

The British plan was simple in structure but complex in detail. Four concentric rings were being laid round the enemy positions in the triangle of open desert between Tobruk, Fort Maddalena and Bardia. Wheeling northwest out of Egypt, two inner rings were closing upon Axis border pockets around Salûm, Bardia, Fort Capuzzo and Sidi Omâr. The fourth and southernmost ring was describing a great arc from Maddalena northwest toward Tobruk. Stiffening and protecting these three layers like a band of metal through a slab of concrete went the British armored forces. This mass of hundreds of tanks, 25-pounder guns, armored fighting vehicles, armored cars, anti-tank guns, machine gun and ack-ack units was pledged to one essential job—to seek out Rommel's two armored divisions and destroy them. No one that first day knew where Rommel would strike or how. But lest he should choose not to strike at all and fall back westward, British tanks ran a cordon around him. It too reached from Tobruk to Maddalena. It was a host of thousands upon thousands of vehicles stretching across 100 miles of desert and with every hour expanding and changing as many thousands more came pouring through the gaps in the wire.

The German attack comes over the horizon

U. S.-built tanks took up position near Sidi Omâr and in the evening, when the boys quietly boiled their tea and pried open their tins of bully, it was pretty certain that Rommel would be brought to battle on the morrow. Yet still, on the morning of the 19th, hardly a shot had been fired. I drove up to a tanks' supply column and was talking with Colonel Bonar Fellers, the American military attaché from Cairo. Then it came. For ten miles in the east between us and Egypt the horizon lit up with gun bursts. Some thought it was bombing and dispersed for shelter; the others thought it was artillery shooting on Sidi Omâr. Most of them clambered into their vehicles and peered at the smoke that was gradually gathering itself into a continuous curtain on the horizon. Then clearly it sounded—that dry quick coughing that is a tank gun and nothing else. The war was starting. Rommel had come south with more than 100 of his medium tanks and the American "lights" had pitched into him.

Unless you are in a tank yourself, you don't see anything very clearly in a tank battle. The enemy appears as just a line of tiny silhouettes where the sky hits the desert, dark silhouettes shaped exactly like distant battleships, each one spitting out a yellow flash from time to

CONTINUED ON NEXT PAGE

Honey

BEAUTY ADVISOR TELLS:

"HOW TO HAVE SOFT, WHITE-LOOKING HANDS AFTER SHOVELING SNOW!"

PETE, DARLING, HONEY'S DRIVING ME DOWN—WE'LL MEET YOU AT YOUR OFFICE

OH, DON'T WORRY ABOUT US—WE'LL BE ON TIME, SNOW OR NO SNOW. WE'RE STARTING RIGHT NOW

JANE, WE'RE STUCK—THE WHEELS JUST SPIN. I CAN'T GET OUT OF THIS DRIVEWAY!

THEN WE'LL HAVE TO SHOVEL OUR WAY OUT, HONEY—C'MON LET'S HURRY!

THERE! ALMOST DONE...

AND I'M DONE IN... TO SAY NOTHING ABOUT THE WAY I LOOK. MY HANDS, HONEY! THEY'RE RED AND CHAPPED AS ALL GET-OUT!

WHERE HAVE YOU BEEN? I CALLED THE HOUSE—NO ANSWER, AND I WAS JUST GOING TO CALL THE POLICE. I WAS AFRAID SOMETHING HAPPENED TO YOU!

SOMETHING HAPPENED ALL RIGHT—HONEY AND I HAD TO SHOVEL OUR WAY OUT OF THE GARAGE!

SAAY, THESE HANDS DON'T LOOK AS IF THEY SHOVELLED ANY SNOW—THEY'RE SOFT AND PRETTY AS ANY I'VE EVER SEEN

THAT'S THE BEAUTY OF HINDS LOTION, PETE—IT WORKS FAST. IT'S AN EMULSION—EXTRA-CREAMY, EXTRA-SOFTENING!

O-OH, DOES THIS FEEL GOOD-O-D! WONDERFULLY SOOTHING—POOR PETE, I GUESS HE THINKS WE'RE NEVER COMING

I LOVE THIS HINDS HONEY AND ALMOND CREAM, MOTHER—IT MAKES MY SKIN FEEL SO NICE AND GOOD!

- 1 EXTRA-CREAMY, EXTRA-SOFTENING
- 2 ACTUALLY AN EMULSION OF SKIN-SOFTENING INGREDIENTS
- 3 GIVES RED, CHAPPED HANDS A SOFTER, WHITER LOOK FAST
- 4 USE BEFORE AND AFTER EXPOSURE; BEFORE AND AFTER LAUNDERING, DISH-WASHING

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HINDS FOR HANDS and wherever skin needs softening!

On sale at all toilet goods counters

NEW AID TO 'REGULARITY'



MILD LEMON & SODA
GIVES EFFECTIVE HELP TO MANY!

This sensible measure appeals to two kinds of people. Those who need laxatives yet never take them because of harshness.



Those taking laxatives who find this gentle aid is all they really need.

First or last thing each day, squeeze the juice of one Sunkist Lemon into a tall glass half full of water. Into another glass, put $\frac{1}{4}$ to $\frac{1}{2}$ teaspoon of baking soda (bicarbonate). Pour back and forth and drink as the foaming quiets. Or you may be one of the many who prefer only the lemon juice—in a full glass of water.



Besides aiding digestion and elimination, lemons are an excellent natural source of vitamin C, the only known source of vitamin P (*citrin*), and help promote normal alkalinity.

Try this for ten days. See if you don't benefit when you make it your "regular" rule.

Copy 1941, California Fruit Growers Exchange



CALIFORNIA

Sunkist Lemons

"Hedda Hopper's Hollywood"—CBS Stations—6:15 P.M., E.S.T.—Mon., Wed., Fri.

DESERT TANK FIGHTING (continued)

time. Your own tanks, weaving in to attack disappear behind the wake of their own dust. Within a few minutes it is just so much smoke, dust, flame and noise. That is what happened now and what I have seen half a dozen times since.

Tanks talk back and forth in battle

"There they come," yells someone on his radio blower. Listening on a headquarters communication vehicle you hear the tanks talking to one another right in the battle. You hear:

"Get to hell out of it Bill so that I can get at this — — —. Easy boy, easy boy, now at him. . . . Bill, you —, you're blocking my way again. . . . Look out, right behind you." And through it all you hear the bursting of shells, the tearing and screaming of the tank treads, the gears grunting into reverse and forward. No one, remember, who wasn't right in this first fight had any clear idea of what was going on. We had to wait and just watch that pall of battle smoke widen, darken and move westward into the sun.

Then a staff major came out of it and told us: "They came right at us off the rising ground with the sun behind their backs. Right smack at us. They opened up with their 50-mm. gun at 1,500 yd.—much too far for our 37's. So the boys just went into the barrage hull down at 40 m.p.h. to get into range. Then they mixed it. I tell you no one on God's earth can follow what's going on. The boys are just weaving in and out between the Jerries, passing right through them, then turning and coming back into it again. They're passing 50 and 60 yd. apart and firing at point-blank range. As soon as you see a Swastika you just let fly. There's everything in the air—tracers, shells, bullets, ricochets, incendiaries and bits of red-hot metal whanging off the burning tanks. Some of the tanks are blowing right up into the air, their petrol exploding, their ammunition popping off in every direction."

R. A. F. bombers and fighters swept over but held their fire because they could not sort the battle out. Every few minutes a tank would stay out of the battle, rush to a supply vehicle, fling in petrol and shells, then zigzag into the arena again. The battle died down little by little as dusk fell, a blue-green dusk lightened in the east by the red glare of burning tanks. In the darkness tanks called to one another, found their friends, felt their way back to their own lines bringing what wounded they could. Other wounded walked back or crawled,

EDITH MURPHY FOR THE NEW YORK TIMES



Strange flame forms of British anti-aircraft fire make bright red roadstools in the desert sky. These anti-aircraft guns were also used effectively against tanks by both sides.



1. Tiny—A small thing in a big field—that's how IMPERIAL started. But this whiskey gives you such marvelous flavor and delightful smoothness, we knew it had the makings of something big!

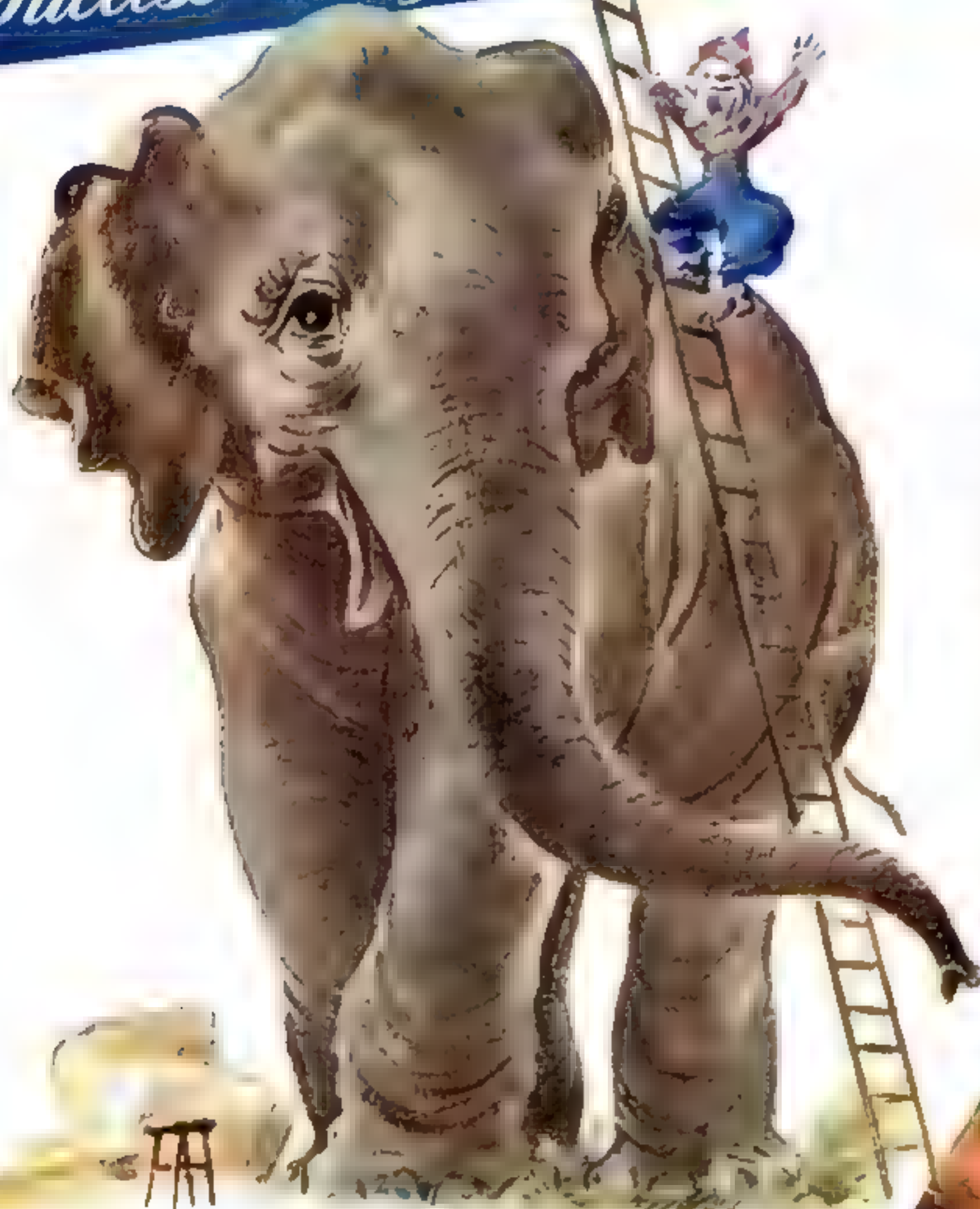


2. Toller—Small at first, the demand for IMPERIAL grew and grew—and grew fast! Wherever it was introduced—in state after state—sales soared. It won the lead from long-established brands in record time!



3. Tremendous! Taste IMPERIAL—taste the reason for its phenomenal growth. Taste why it's America's fastest-growing whiskey—at your bar or take home a tryout bottle today. See for yourself why this grand whiskey leads the big parade!

Success Story Jumbo Size!



Great for **2** big reasons!

1. "Velvety"—for extra smoothness. Choice spirits actually *made in the same stills* as the rare base whiskeys are then "velvety" by a method similar to the softening of spirits used in making fine Scotch.

2. "Flavor-peak"—for extra richness. This superb American blend has that expensive, "imported-whiskey" flavor because its foundation whiskeys are specially distilled to give them individual qualities—then blended together to a delicate "flavor peak."



Try **IMPERIAL**

Hiram Walker's Blended Whiskey

Eighty-six proof 70%
grain neutral spirits
Copr. 1942 Hiram Walker
& Sons Inc., Peoria, Ill.

BENDIX ECLIPSE PIONEER SCINTILLA STROMBERG FRIEZ ZENITH

The products of 35,000 Bendix craftsmen
safeguard America by land, sea, air!



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2




1. **Introduction**

Down scores of production lines that yesterday were only blueprint sketches, the implements of the new-born military might of America roll in ever-swifter procession. Ordnance, bombers and fighter planes, trucks, tractors, tanks and scout-cars, troop-ships and great naval "battle-wagons," lightning-fast torpedo and picket boats and motor launches—all vital parts of the impregnable bulwark of steel which industrial America is so swiftly forging to safeguard Liberty!

More than two hundred distinct and varied units, designed and perfected in Bendix laboratories, proved on millions of vehicles and planes and vessels, are produced by thirty-five thousand loyal craftsmen in more than a score of modern plants stretching from the Atlantic Seaboard to California—and supplemented by the steady output of many a sub-contracting plant.

The aircraft and automobile industries and our Army and Navy, through whose whole-hearted and close cooperation our own all-out efforts for Defense are so greatly advanced, have just cause for honest pride in a job that is prompt, and prodigious, and properly done!

[illegible]

THE UNIVERSITY OF CHICAGO

Bendix

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SIDNEY, N. Y. • BALTIMORE • NEW YORK • BROOKLYN • ELMIRA, N. Y.
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Fast light U. S. tanks, here stopped for a commanders' conference, participated in drive against Nazis in Western Desert. They had fine speed, stamina, armor, lacked firepower.

DESERT TANK FIGHTING (continued)

or merely lay there in the dark with the acrid smell of cordite round them. And the piercing desert cold advanced degree by degree through the night.

The Nazis held the battlefield. Up from their lines flew star shells and Very lights in green, red, purple. Before midnight their breakdown wagons were there hooking on to partial wrecks, dragging guns and broken tracks away. The Germans were not unkind to our wounded. They took their rations but gave them hot tea, covered some with blankets, bandaged one or two sufficiently to give them a 50-50 chance of living till the next day. Many were left lying on the wet sand through the night. Marvelously, a British squadron leader, with both legs gone, survived till we picked him up in the morning. He described how the Nazis were round him all night salvaging their gear. Through the night we laagered, gathered our unarmored vehicles into a close bunch, posted tanks in a ring outside.

At dawn the battlefield comes to life

Riding out at 5 o'clock in the morning, we watched the battle begin afresh when it was still only possible to see 100 yd. British and German tanks that had lain close to one another through the night simply aimed and blitzed off at one another again, though it was almost too cold to bear the touch of the metal. At 9 a.m. Rommel suddenly broke off and veered westward. He had lost some 30 tanks. We had learned too, at heavy cost, some of the great lessons that have governed this desert tank fighting ever since. Hear them out of the mouth of a young Scots sergeant, "We have got to get 50- and 75-mm. guns like the Germans. They start firing at 1,500 yd. and we have got to come right in to 800 yd. before our '37' can make any reply. But 'Honeys' (the group's word for American tanks) are wonderful on speed and weaving about. It would go fine if we could just get our 25-pounder artillery right up forward to cover our first advance and the R. A. F. to bomb."

CONTINUED ON PAGE 31



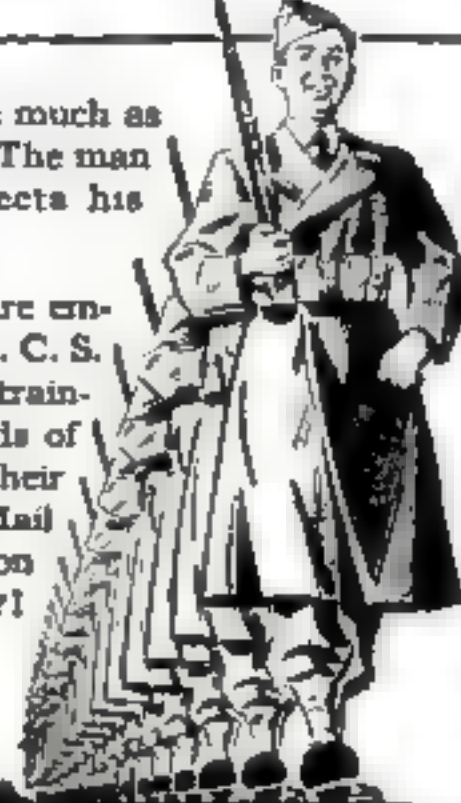
U. S. jeep, which skitters about the battlefield with commanders and scouts, runs out on the flank of a British truck convoy, here being heavily shelled by German artillery.

America is building two great armies— YOU BELONG IN ONE OF THEM!



★ America needs trained workers as much as she needs trained soldiers and sailors! The man who neglects his training—neglects his patriotism!

★ If you can read and write, and are employed in business or industry, I. C. S. offers you a personalized, proved training program at low cost. Hundreds of thousands of successful men got their start through I. C. S. training. Mail coupon for further information on courses and low costs—TODAY! There's no time to waste!



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★ Without cost or obligation, please send me a copy of your booklet, "Who Wins and Why," and full particulars about the course before which I have marked X: ★

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<input type="checkbox"/> Diesel Engines
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<input type="checkbox"/> Electrical Engineering
<input type="checkbox"/> Electric Lighting
<input type="checkbox"/> Foundryman
<input type="checkbox"/> Heat Treatment of Metals
<input type="checkbox"/> Highway Engineering
<input type="checkbox"/> House Planning
<input type="checkbox"/> Industrial Metallurgy
<input type="checkbox"/> Locomotive Engineer
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Try this Finer Shaving Cream



Lather or Brushless Type . . . 50¢ the tube

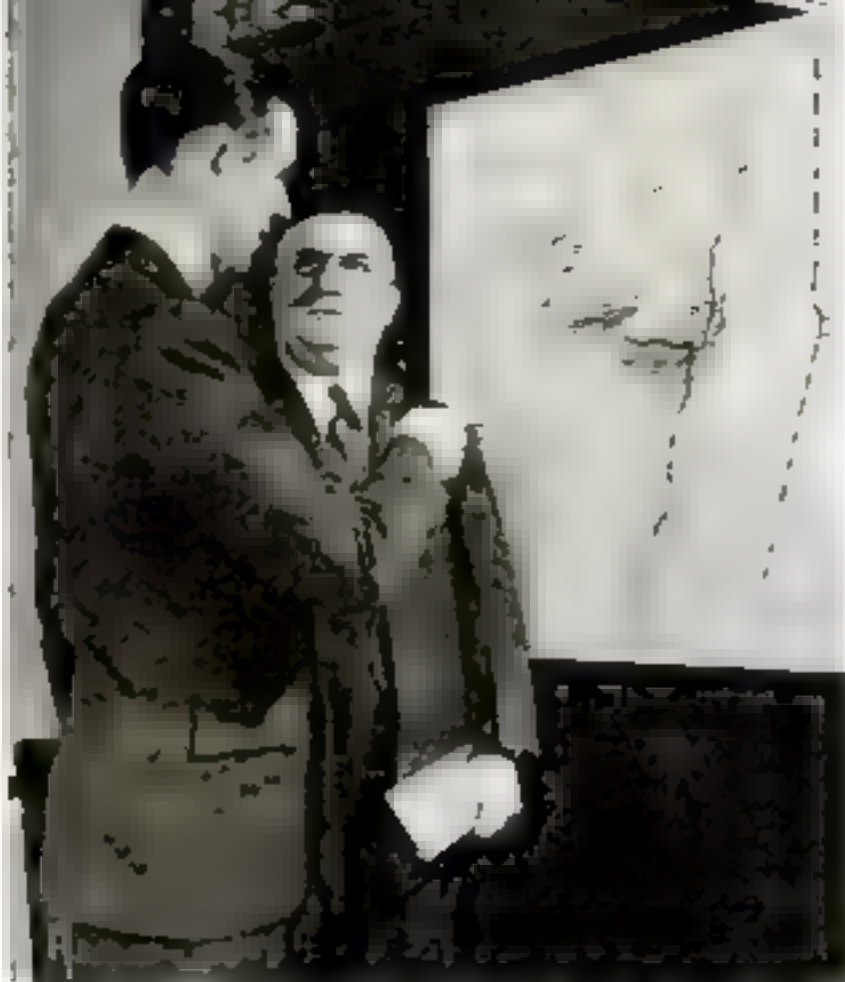
The fast, dependable, comfortable action men appreciate! Cools and invigorates, gentle to the skin. Pleasantly scented with Old Spice. Generous sized tubes are boxed the traditional early American way. Old Spice Shave Soap in pottery mug . . . \$1.00.

A SHULTON ORIGINAL

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9 A. M.—Consultant Paul R. Devereaux, of Albany, N. Y., makes a service call on Sonotone user, J. A. M. Joney, of N. Y. Bureau of Motor Vehicles.



9:45 A. M.—Devereaux interviews J. R. Downey, who is considering giving up the securities business to become a Sonotone Consultant. Devereaux explains how Sonotone trains and equips the Consultant.



10:30 A. M.—Devereaux welcomes Herbert C. Andrews, Albany business man, who comes in to see how much Sonotone can help his failing hearing.

11:20 A. M.—Devereaux shows Charles Godlove, a slight change in his Sonotone fitting which Elmsford's audiometric experts think will improve Godlove's hearing. Elmsford double-checks every fitting.

At 4:10 P. M., back in his office, Consultant Devereaux shows charming and vivacious Miss Helen A. Baker, social worker of Troy, N. Y., how completely a Sonotone can be hidden in a smart woman's costume. Sonotone research of the past 13 years has reduced the size and weight of the hearing aid until today a tiny vacuum tube audicle is not even as noticeable as glasses.



12:05 P. M.—he advises Consultant C. A. Corp., S. beyond, on an Audiogram. Corp., long a textile engineer, has been a Consultant for two years.

2 P. M.—Devereaux drives 15 miles to Chert, N. Y., to check up on 17-year-old David L. V. son's Sonotone. Deafened since childhood, David is now preparing for college.



THE HAPPIEST JOB IN AMERICA!

MANY MEN whose careers in the automotive, refrigeration, air-conditioning, textile or other such industries have been curtailed by vital war-time needs, have recently begun to inquire into the relatively new vocation of the Sonotone Consultant.

To a man of humanitarian impulse, of course, the Consultant's job is immediately appealing, for there is never a day when a Sonotone man can't leave his office with the heartening knowledge that he has made some other human being's life a little happier that day.

But to any man seriously interested in a worth-while life-work, the Consultant's job has many other attractions. There is, for example, the security of working with a nation-wide organization that for 13 years has set the pace in a new and vital industry. Every man likes to ride a winner, and it is significant that each year more people buy Sonotones than all other hearing aids together!

Then there is the assurance that comes with representing the world's most intensive scientific research on hearing aids, and working hand in hand with the same men who pioneered most of the notable improvements from the Bone Conduction Oscillator up to the present day audicle.

And then there is the certainty that comes with having the finest hearing aids science has yet produced . . . the latest audiometric instruments for individualized fittings . . . extensive training . . . and a service for the hard of hearing that no other man in America can match.

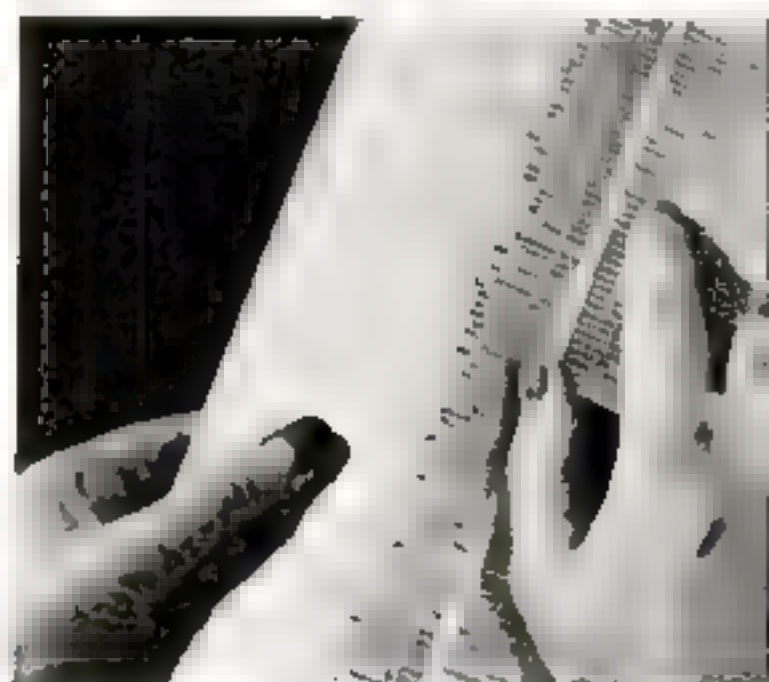
"The happiest job in America" they call it . . . and with good reason, too! But not unimportant to the man who must earn a living is the fact that it can be the happiest job in America for the rest of his life if he wishes. The future is unlimited. There are 5,000,000 people in America who now need hearing aids.

And thanks to Sonotone's educational effort, public interest in better hearing is mounting. Today you see more and more people wearing Sonotones as naturally as they'd wear glasses. And, indeed, that little black button is coming to be a mark of distinction, the sign of a person of intelligence and consideration for others as well as himself. There's a rising market for better hearing!

5:30 P. M.—he calls on Mrs. Marion E. Dullard, a lip-reading teacher of Troy, N. Y., to make his personal audiometric checks. "Keep them hearing" is the motto.



For information on Sonotone, look in your local 'phone book under SONOTONE for the address of the nearest of Sonotone's 131 offices. Or write Sonotone Corporation, Elmsford, N. Y. In Canada, write 229 Yonge St., Toronto, and in England, 144 Wigmore St., London, W.1. Offices in 23 other countries.





British advance scouts, formed by armored car and infantrymen, are shelled by Germans. Notice signal flag at top of the wireless mast. Desert offers almost no cover to infantry.

DESERT TANK FIGHTING (continued)

The armor plating on the Honeyys can take it. One German shell landing on the turret knocked the gun mounting into the British gunner's head but it didn't pierce. However, there were neat six-pounder holes through some of the turrets, close-range stuff, and the Nazi incendiaries seemed to burn the very metal off the tanks. Swiftly then on this second morning of the battle, the tank officers checked up, refilled the tanks and before nightfall they were swept into action again.

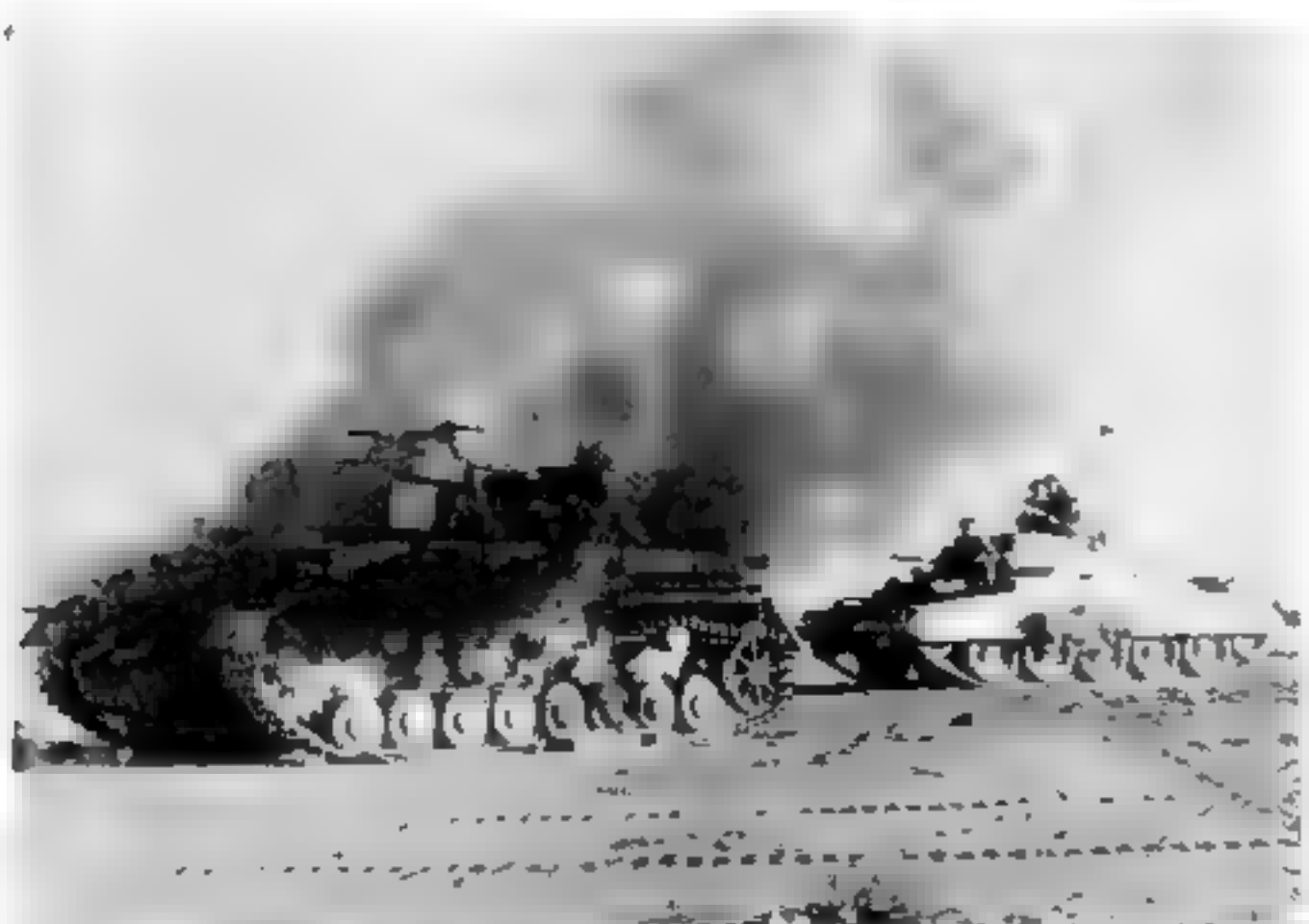
Rommel, binding most of his two armored divisions into one column, was moving westward across our line, feeling for a soft spot to burst through to the south. Finding none, he wheeled suddenly northwest and fell upon the extreme top of the British armored wing holding the Sidi Rezegh airfield near Tobruk. A U. S. force was launched in pursuit. They caught up with a Nazi supply column, demolished half of it and swept on again, fighting the German rear-guard all the time.

The enemy mistaken for friends

Another night Honeyys, expecting re-inforcement, sent out a staff officer to welcome a column of new tanks that hove up over the horizon. The newcomers were Germans. They charged straight through the brigade's headquarters, blowing up staff cars, petrol and food wagons while the British tanks scattered to new positions. There were moments of grim humor, too. A captured British officer tried to make a bolt for it when R. A. F. Bienheims came over bombing the German lines. A Nazi guard fired a burst from a tommy gun over his head. Out of a neighboring ditch popped a platoon of Italians with their hands up, surrendering. The Briton eventually, like hundreds of others, was recaptured. I met another officer who, with bad wounds, crawled 1,000 yd. out of the fight. Others have walked 20 or 30 miles to freedom, lying doggo by day, bluffing past challenges at night.

I stopped by a British concentration camp, just a few strands of

CONTINUED ON NEXT PAGE



German 22-ton tank, hit mortally in the engine, burns briskly while British Crusader crew look on. Germans who survived shell hit have been taken out through open turret.

Special selling



LUCIEN LE LONG'S

PERFUMED SOAP

FOUR BARS...NOW \$1
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Four lavishly fragrances here of Lucien Lelong's Soap... usually priced at \$2... now in a once-a-year saving at \$1. Naturally, quantities are limited... so hurry, hurry, hurry to your favorite perfume counter.

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Stainless
STICK LUBRICANT



EASES STICKING WINDOWS

- Use DOOR-EASE on windows, doors and drawers that bind or squeak. Apply like a crayon. Clean, weather proof, long lasting!

American Grease Suck Co., Muskegon Mich.

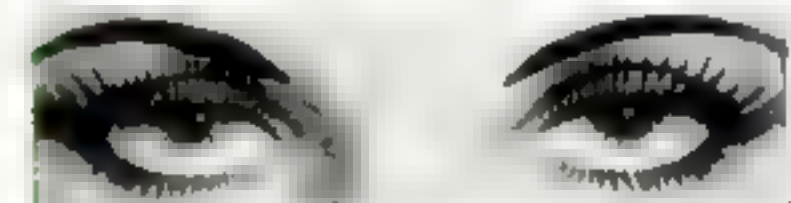
MANY USES IN EVERY HOME

10¢

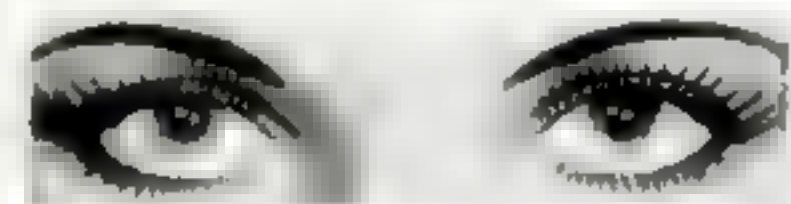
in metal container at dime stores and auto accessory stores

You Can Get Quick Relief From Tired Eyes

MAKE THIS SIMPLE TEST TODAY



EYES OVERWORKED? Just put two drops of Murine in each eye. Right away it starts to cleanse and soothe. You get—



QUICK RELIEF! Murine's 7 extra ingredients wash away irritation. Your eyes feel refreshed. Murine helps thousands—let it help you, too.

MURINE
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SOOTHES • CLEANSSES • REFRESHES



"Are they coming over here to fight, daddy?"

NO, Sister, they're not coming over here — not if all the power of American ships and planes, and all the sacrifice of American men can stop them.

But they may try.

If they try, some may get through, for it is a wide sky, and bombs may crash here as they crashed on far-away Hawaii and in the distant Philippines.

Or even if they don't try, the work of enemies within our own gates may bring fires, explosions, damage to our busy defense plants.

So we must be ready—just in case.

Ready with quick help for the hurt and the suffering. Ready with merciful aid that is still great in America's heart, even in a world where such things as mercy and decency seem no longer to exist.

That's the job of the Red Cross — to dispense that merciful care and help wherever and whenever pain and suffering exist.

It's a big job, that will call for every effort the hundreds of thousands of Red Cross workers — nurses,

disaster fighters and volunteer helpers — can put forth.

It will call for vast stores of medicines and supplies, food and clothing, bandages and equipment.

It will demand every penny of the fifty million dollars the Red Cross is now asking for, and more.

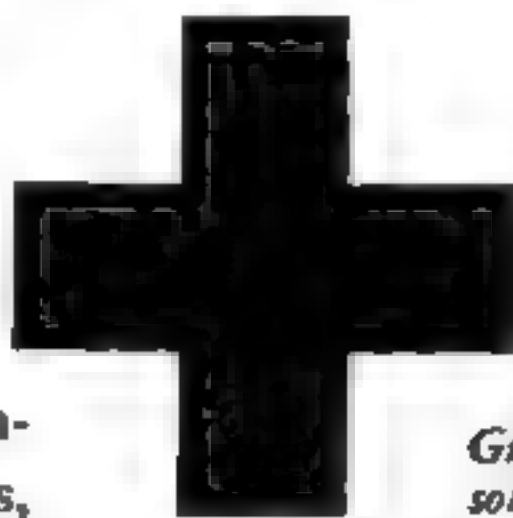
So every bit helps, Sister.

Every dollar your Daddy can bring up from the bottom of his pocket, every penny any man or woman can add to the check he or she writes now for the Red Cross.

The brave men awing, afloat and afield who take care of us sometimes need care too, and we must give it.

We give it when we give to the Red Cross, whether it be a little or a lot.

Send contributions to your local chapter



**American Red Cross
War Fund Campaign**

Give and give generously — to your local chapter — to volunteer solicitors. Give when you can, where you can, as much as you can.

This page contributed to the American Red Cross by the publishers

Life Goes to a Party



Carhop Verna Stephenson, 20, approaches Lockheed Worker Dick Terry with his midnight snack. In dating a carhop, a small meal which keeps her running back and forth is more

effective than a simple drink. It provides time for conversation and mutual sizing up. When she came for his tray, Verna agreed to go with Dick to swing shift dance that night.



Verna finished work at 2 a. m. and changed into darker, looser slacks for the party. Below—she enjoys a smoke at the bar of the Elks Club in Burbank, where dance was held. No

liquor is sold after 2 a. m. Dick is a dispatcher on final assembly of Hudson bomber, which Lockheed makes for the R. A. F. He studies Portuguese and Spanish during the day.



BIG SOCIAL EVENT OF WEEK FOR LOCKHEED SWING SHIFT IS



Verna and Dick had just as much fun dancing to photograph records as if Roy Kysar himself were on platform. So did every body



THE DANCE BEGINNING 1 A.M. SATURDAY AT BURBANK ELKS CLUB. THE WAR HAS NOT PUT DAMPER ON THESE PARTIES

Life Goes to a Swing Shift Dance

These California kids work until midnight and then step out for fun

All around Hollywood, the town of the Great Romance, enormous aircraft factories throb and hum these winter nights with the unending job of building planes for war. At 12.30 a.m., as the shifts change, 55,000 workers pour out of half a dozen huge plants in the Los Angeles area. These are the kids of the swing shift, who work from 4 p.m. to 12.30, hours that older workers with families try to avoid. On the swing shift one can never have an evening at home or a good night's sleep or normal hours for meals. Only the kids can take it. Average age of the swing shift is 21.

At midnight these hardy youngsters are not ready to

go home. They have money to spend, and they are hungry for romance and fun. There are not many datable girls available at such an hour, but around Los Angeles there are scores of glorified hamburger stands with scores of pretty carhops. Says Columnist Tom Treanor of the Los Angeles Times: "The great love story of this town right now is the carhop and the aircraft worker." It is a story under Hollywood's nose, but Hollywood has not yet told it.

At this party given recently by Lockheed employees, about a third of the girls were carhops. They danced to canned music and sipped cokes (sometimes spiked with something stronger) and had a fine time from 1 to 5 a.m.



Girl riveter in the Lockheed-Vega plant is Hildred Hathhorn, 23, from Missouri (above), dancing with another Vega worker.



Swing-shift romance ripened into engagement for this couple—Trip Hammer Operator Kenneth Keeney & Carhop Lucile Betz.



Married swing shifters also came to the party. Glenn Fulkeron, 20 (above, top), superintends 270 men on fuselage and center sections. Below he dances with his 20-year-old wife.



YOU CAN'T HELP INHALING - *BUT* YOU CAN HELP YOUR THROAT!

All smokers inhale some. But PHILIP MORRIS smokers don't worry about throat irritation—even when they inhale. Here's the difference—reported by doctors who compared the five leading cigarettes:

IN STRIKING CONTRAST TO PHILIP MORRIS, IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH— AND LASTED MORE THAN FIVE TIMES AS LONG!

Finest tobaccos, of course. But that alone is not enough!

CALL FOR PHILIP MORRIS



Party (continued)



SWING SHIFTER ERNIE WOOD SWINGS POPULAR BOBBIE BURDETTE, 35



ERNIE WORKED EIGHT HOURS BEFORE DANCE BUT STILL HAS LOTS OF PEPS

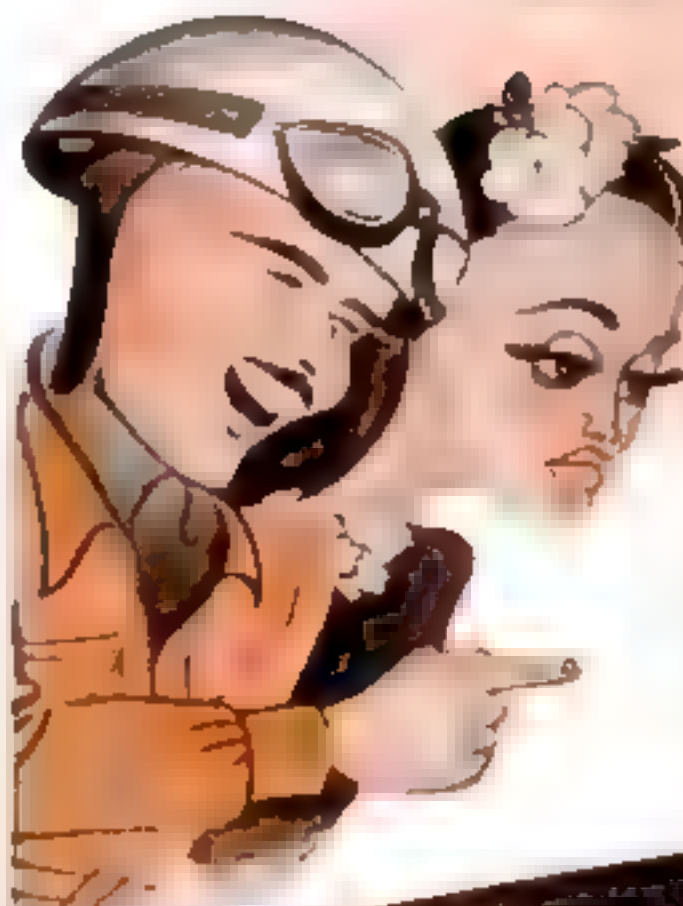


OTHER DANCERS STARE AS HAPPY BOBBIE COMPLETES A DIZZY SINGLE



"WHY, VICTOR..."

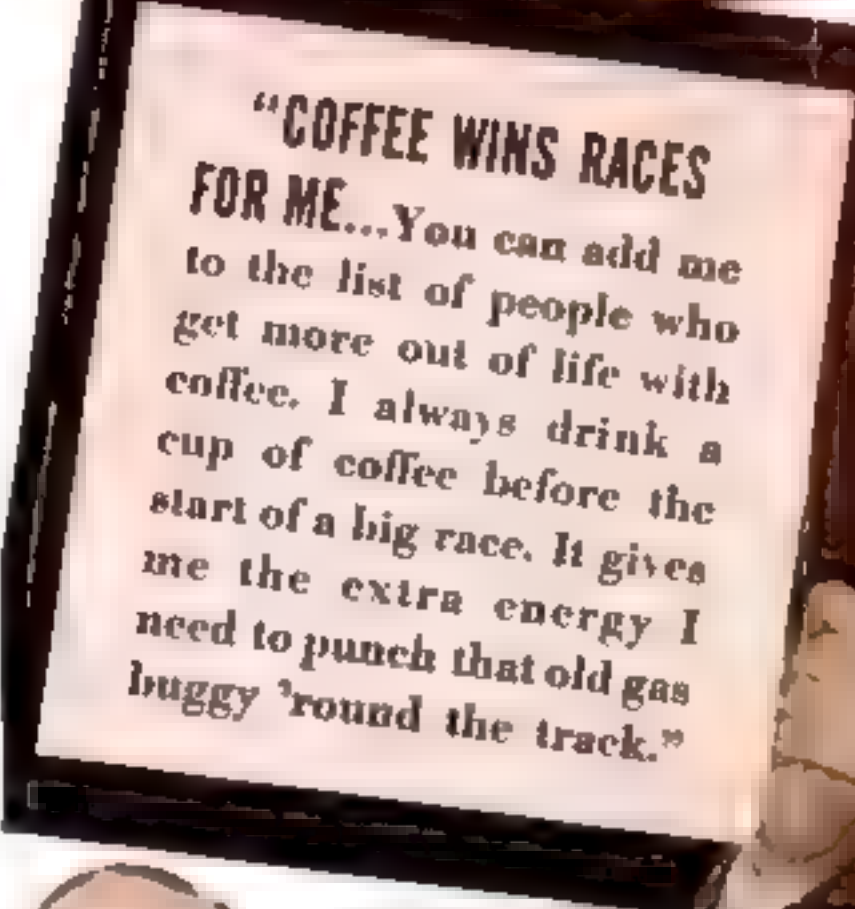
it looks like you need
pepping up with a cup
of **COFFEE!**"



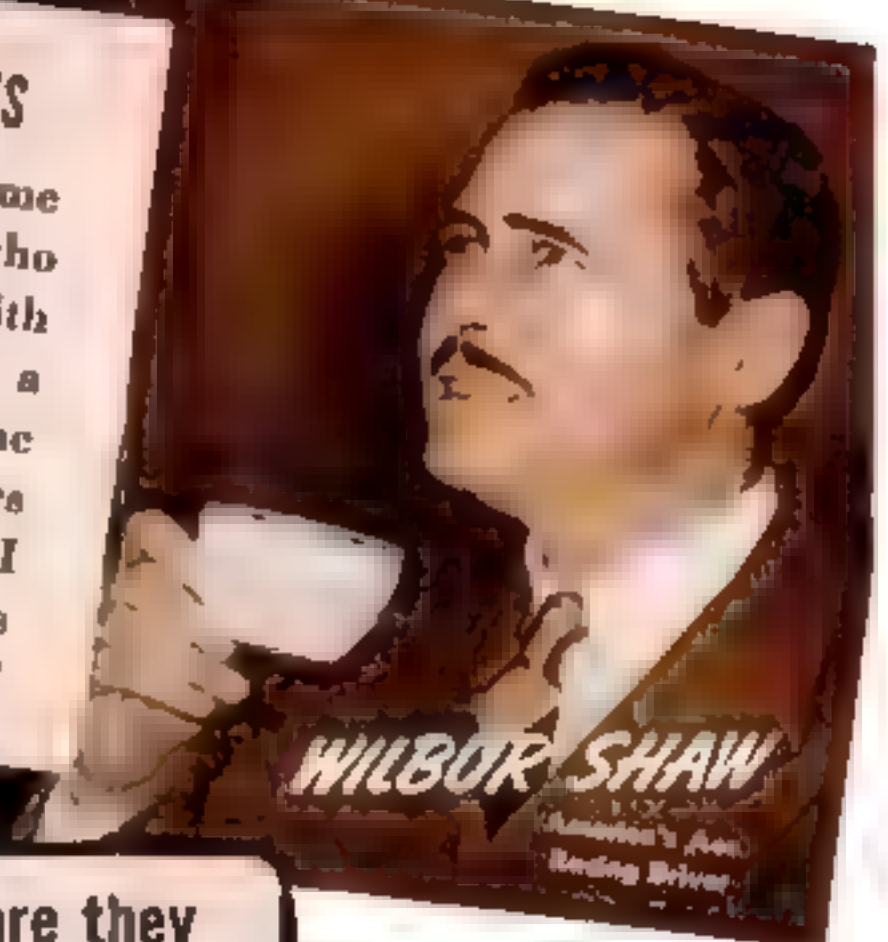
VICTOR MOORE, one of the
stars of the Paramount hit,
"Louisiana Purchase," gets
some cheerful advice from
Willie and Dot—as you can
see below.



**"COFFEE HELPS KEEP ME
GLAMOUROUS...** Whenever
I find myself giving in to
mid-afternoon fatigue,
I take a cup of delicious
coffee for a pick-up. I love
coffee, anyway, especially
with my evening meal and
just before I go to bed at
night."



**"COFFEE WINS RACES
FOR ME...** You can add me
to the list of people who
get more out of life with
coffee. I always drink a
cup of coffee before the
start of a big race. It gives
me the extra energy I
need to punch that old gas
buggy 'round the track."



WILBUR SHAW
America's Fast
Riding Driver



"Oh, boy — are they
right about coffee!"

THESE FAMOUS PEOPLE, TOO, BELONG TO THE
"GET MORE OUT OF LIFE WITH COFFEE" CLUB.

Joan Bennett	Joe Gordon
Frank Buck	Ben Hogan
Madeleine Carroll	Herbert Marshall
Gary Cooper	Merle Oberon
Tommy Dorsey	Lowell Thomas
Margaret C. Banning	Benny Goodman



"OVER OUR COFFEE CUPS" with
Mrs. FRANKLIN D. ROOSEVELT
Every Sunday, 6:45 P. M. Eastern Stand-
ard Time NBC Network Coast-to-Coast.



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In nearly ten centuries of glorious campaigns, from
Dettingen, in 1743, in France and Flanders
in 1914-18 . . . the Standard of the Royal Horse Guards
has been decorated with Twenty-one Battle
Honours for Distinguished Service.

HONOURS OF Dewar's "White Label"

Award of the World's Columbian Exposition,
Chicago, 1892 . . . one of more than
60 medals honoring Dewar's White Label
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At the call to Scotch maneuvers,
the order of the day—and night
—is DEWAR'S *White Label* and
soda . . . the highball of the high-
lands. Veterans salute this gallant
campaigner for its more than 60
citations for distinguished
service. Command DEWAR'S
White Label, Medal Scotch of
the World, and be . . . at ease!

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EDITION NO. 4 NOW
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Dewar's "White Label"

The Medal SCOTCH of the World



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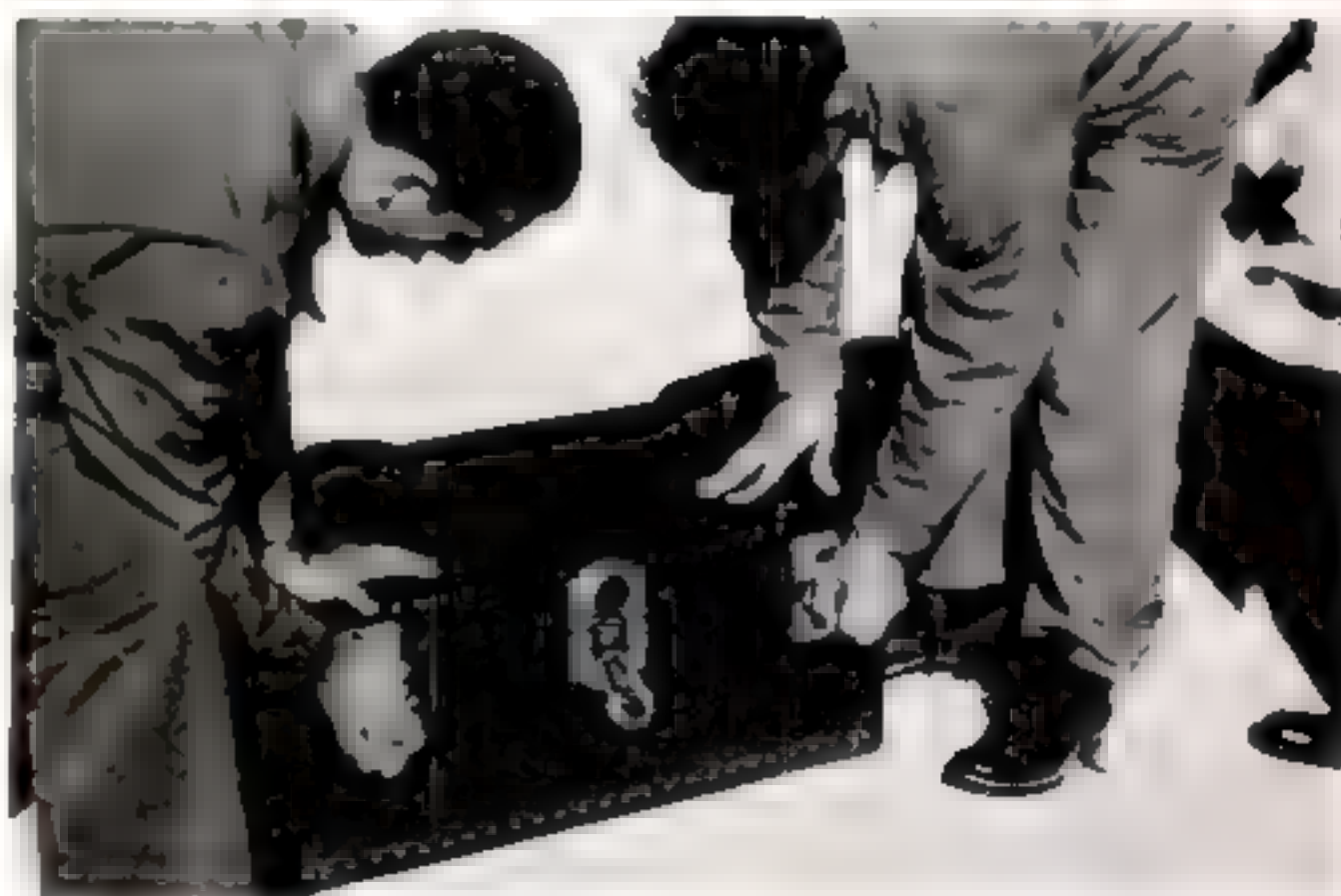
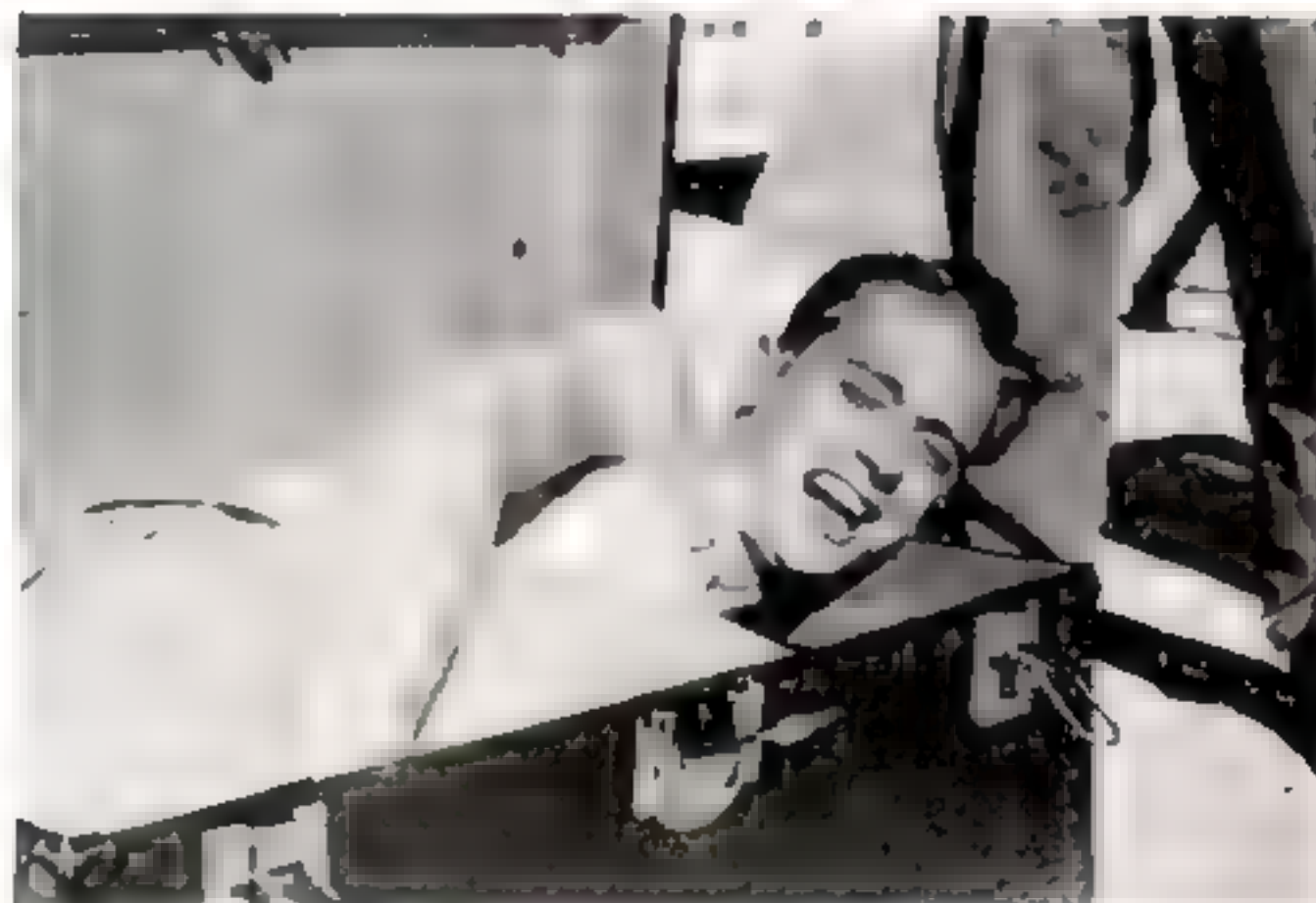
PICTURES TO THE EDITORS AWAY FROM IT ALL

Sirs,

Private Bill Foster thought he was
killing two birds with one stone. First he
conceived this novel method of "getting
away from it all," then managed to pick
up no small number of bets that this was
one way it couldn't be done (although

bettors freely admitted any way was
worth trying once). After successfully if
painfully folding himself into his foot-
locker (our closet-dresser combination,
30 by 16 by 13 inches), Bill concluded
darkly that all he had won were the bets.

CORPORAL H J HILLMEYER
Air Corps Gunnery School
Las Vegas, Nev



VICTOR

Record Hit of the Week

★ America's ★
new battle song

"Remember Pearl Harbor"

BY

SAMMY KAYE

coupled with
a soldier's letter

"Dear Mom"

Hear them both for **50c**
only

Price shown exclusive of excise tax.

Play them on the new RCA Victor

THE WORLD'S GREATEST ARTISTS ARE ON VICTOR

RECORDS

A Service of the Radio Corporation of America
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WHEN COLDS AND CONSTIPATION

STRIKE TOGETHER—TAKE
THIS FAST-ACTING LAXATIVE

Colds are often accompanied by headaches and acute constipation, making you feel miserable all over. When a laxative is needed, trust Pluto Water. Although PLUTO works swiftly, it works by gentle osmosis, creating fluid bulk in the colon, flushing digestive waste, usually within an hour. Pluto is a concentrated, fortified and scientifically stabilized saline mineral water with all minerals and salts in complete solution. It passes through the stomach without disturbing its function, is not absorbed, and acts in the colon where physicians want a laxative to act. Try Pluto now! In 25c and 50c economy bottles, also 10c size. You must get refreshing, comforting relief from acute constipation in one hour or your money back. French Lick Springs Hotel Co., French Lick, Indiana.

The Blade With The MONEY-BACK GUARANTEE!!

Marlin
HIGH SPEED BLADES
EIGHTEEN FOR 25¢

SINGLE EDGE
14 FOR 25¢

GUARANTEED BY THE MARLIN FIREARMS CO
NEW HAVEN, CONN.

STOP Scratching Relieve Itch Fast
—or Money Back

For quick relief from itching of eczema, pimples, athlete's foot, scales, scabies, rashes and other externally caused skin troubles, use world-famous, cooling, anti-septic, liquid D.D.D. Prescription. Greaseless, stainless. Soothes irritation and quickly stops intense itching. 35c trial bottle proves it, or money back. Ask your druggist today for D.D.D. PRESCRIPTION.

PICTURES TO THE EDITORS

(continued)

BABY IN BOWL

Sirs:

Not to be outdone by New Orleans and its Sugar Bowl, Dallas this year decided to dump a little sugar in its Cotton Bowl. Propped snugly in the Everts Trophy is Miss Julie Boren of Dallas. It is said she expressed the hope that the handsome lads of Alabama U., who licked the Texas Aggies New Year's Day, would forget to lift her out when they carried the trophy home. But papa and mama remembered.

J. FRANK PARKER JR.

Dallas, Texas.



A DIFFERENCE IN SIZE

Sirs:

This photograph, taken eight years ago, is my father's proof of his "I-told-you-so" attitude about the war with Japan. One day, meeting a Japanese on the street, he invited him into a studio and had this picture taken of himself and the Jap. On the back he wrote prophetically: "If Japan ever gets into war with America, look what she is up against."

CLIFFORD W. PRATT

Twin Falls, Idaho



Do these "signals" warn
that you **SMOKE TOO MUCH?**



Here's how to smoke all you want—

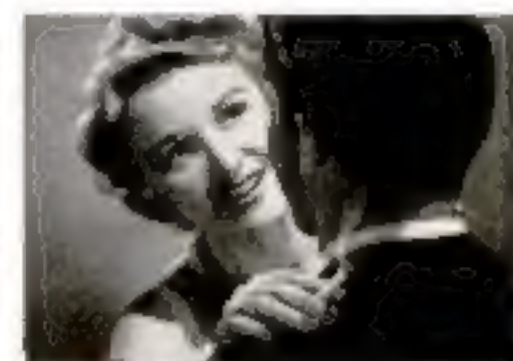
If you really enjoy smoking, yet feel you smoke too much, you don't have to cut down and deprive yourself of smoking pleasure! Follow the lead of thousands of others — switch to new Julep Cigarettes. Smoke all you want without unpleasant symptoms of oversmoking! A smoking miracle? Yes, it's the triple miracle of mint. (1) Your mouth doesn't get smoke-weary! (2) Your throat doesn't get that harsh, hacking feeling! (3) Your breath avoids tobacco-taint! Get Juleps today — get more joy out of smoking!



1 No "stale-tasting" mouth
New miracle-mint in Juleps freshens the mouth at every puff. Even if you chain-smoke, your mouth feels clean, sparkling all day long.



2 No raw "burned-out" throat
Miracle-mint stays in the smoke of Juleps, refreshes the throat. No "dry-as-dust" rawness, even if you smoke 20-40-60 Juleps a day.



3 No heavy "tobacco-breath"
Unpleasant tobacco-breath is a common form of halitosis. But... the hint of mint in Juleps lingers, leaves your breath pleasant and inviting.



switch to **JULEPS** and
smoke all you want!

The Miracle of MINT

Developed at a great American university, a hint of mint improves the taste of Nature's finest tobaccos in new Juleps—makes a smoking miracle for mouth, throat, breath. Of course, all leading cigarettes contain some flavoring—licorice, rum, sugar, chocolate, etc. Do not confuse new Juleps with menthol-tasting cigarettes!

PENN TOBACCO CO., WILKES-BARRE, PA.



Winter or summer, you normally perspire a pint every day... and this

PERSPIRATION IS ACID ...it **RUINS** stockings!

Use only **IVORY SNOW** to fight this danger! For only this different soap combines 2 important advantages!

• Don't be careless with your precious stockings—guard them against the ever-present danger of acid perspiration, this modern way—with daily Ivory Snow care. You'll get as much as $\frac{1}{3}$ more stocking wear!

Ivory Snow is something new in "fine fabrics" soaps. Not a flake, not a powder—it is made in tiny "snowdrop" form to explode into rich suds in 3 seconds—even in cool water! And how quickly those rich

suds act! A two-minute daily sudsing, and you'll be rid of dangerous acid perspiration—and you'll get up to 20% more stocking wear!

But, we urge you, use only gentle, safe Ivory Snow. For only this new Ivory Snow combines 2 great advantages you should have!

ONLY
IVORY SNOW
COMBINES BOTH
THESE ADVANTAGES

1. It is pure soap made under a patented process in tiny "snowdrop" form...
2. It dissolves like a flash in cool water—4 times faster than any soap of its kind.

No wonder Ivory Snow acts so safely, so surely against acid perspiration, to help stockings last far longer!



WANT LOVELIER HANDS IN 12 DAYS?

If your hands are red and rough from using one of the 5 leading packaged soaps—change to pure Ivory Snow for all your dishwashing. It cuts grease as fast as the strongest laundry soap. And in just 12 days you'll get softer hands.

RICH SUDS IN JUST 3 SECONDS—EVEN IN COOL WATER! 99% PURE

PICTURES TO THE EDITORS

(continued)

SALVAGED STEAMER

Sirs:

These pictures show the salvaging of a German steamer burned and scuttled by its crew here last March. Resting on a clay bank with only its bridge, funnel and masts revealed, the ship was so full of

holes and so many of its plates cracked from end to end by dynamite, the job took six months and cost \$175,000. Cofferdams and a "retriever" vessel were used. Inside the holds were found hundreds of octopuses.

J. A. WESTON

San José, Costa Rica



EXPERTS FIRST THOUGHT SALVAGE OF SCUTTLED SHIP WAS IMPOSSIBLE



AFTER DIVERS PATCHED HOLES SHIP SLOWLY ROSE AS MACHINES PUMPED



LAST TASK WAS SCRAPING 6 IN. OF BARNACLES FROM HULL AND DECKS

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FIVE GREAT WHISKIES "WEDDED" INTO *Golden Wedding*



THESE 5 exquisite decanters tell a story. It began years ago, and will never end. For America has learned that these 5 prize whiskies—5 to 11 years old—can be found “wedded” into one. The result is a superb

combination that brings out the finest quality of each. The taste can hardly be described... you'll have to experience it yourself, in *Golden Wedding*. Try it tonight. Open a bottle for guests...and be prepared for compliments.

A BLEND OF STRAIGHT WHISKIES—90 PROOF—As you prefer, Bourbon or Rye. The straight whiskies in Golden Wedding are 5 years or more old, 88%, three straight whiskies 5 years old, 11%, one straight whiskey 6 years old, 1%, one straight whiskey 11 years old, Jos. S. Finch & Company, Inc., Schenley, Pennsylvania.

GOLDEN WEDDING HAS HAD NO PEERS FOR FIFTY YEARS

Now Ivory Soap is Better than Ever for Everything!

**TRY MY
NEW "VELVET-SUDS"
IVORY SOAP!**

TRY IT! COMPARE IT!
For your Complexion—
New Mildness!
For your Bath—
Richer, Creamier Lather!
For your Dishes—Quicker Suds
even in hard water!

ENTER IVORY SOAP'S "SECURITY FOR LIFE" CONTESTS!

**FREE! \$100 a Month
as long as you live!**

6 BIG WEEKLY CONTESTS!

400 New \$10 bills given each week!

GRAND PRIZE \$100 a month for life—
awarded at close of contests (or winner can choose
\$20,000 in one lump sum)

ALSO \$5,000 EXTRA to grand prize-winner if entry
is submitted on entry blank secured at dealer's or if entry
is signed by dealer.

EASY! FINISH THIS SENTENCE IN 25 ADDITIONAL WORDS OR LESS
"I like Velvet-Suds Ivory Soap because....."

(Send to Ivory Soap, Box 144, Cincinnati, Ohio, with wrappers, or facsimiles,
from one "Large-Size" and one "Medium-Size" Ivory Soap.)



THESE HINTS MAY HELP YOU WRITE A WINNER!

"... now Ivory's a finer
soap for my face on account
of its new mildness, and
the richer lather is so pleas-
ant to use."

"... while it still floats
conveniently within sight
and easy reach, it now gives
so much more suds in our
hard water."

"... the richer suds help
me do dishes quickly and
at the same time they're
milder to my hands."

SECURITY! A whole lifetime without money wor-
ries! \$100 coming in regularly every month! A
safe, independent old age! This is the glorious
prize offered by New "Velvet-Suds" Ivory—so
you'll try Ivory now, for complexion, bath, dishes.

You'll get loads of ideas for entries!
Plenty to say about the new mild-
ness of Ivory's "velvet suds" on your
face... its richer lather for baths
... its quicker suds for dishes.

ENTER EACH WEEKLY CONTEST! Send in
all your ideas! Each entry is an added
opportunity to win! And the glorious

grand prize may be yours... a check for \$100
every month of your life—starting April 30, 1942
—paid by The Northwestern Mutual Life Insur-
ance Company. (EXTRA! There's a bonus of
\$5,000 if the grand prize-winning entry is written
on an entry blank secured at your
dealer's or on a piece of paper your
dealer has signed.)

AND 2400 ADDITIONAL CASH PRIZES!
Actually 400 new \$10 bills every
week for 6 weeks. Hurry! Enter
all your ideas, starting today! Enter
often!



99 1/100% PURE

FOLLOW THESE EASY RULES

1. Simply complete this sentence, "I like
Velvet-Suds Ivory Soap because..."
in 25 additional words or less. Write on
entry blank obtainable at your dealer's,
or on one side of a sheet of paper. Print
plainly your name and address.

2. Mail to Ivory Soap, Box 144, Cin-
cinnati, Ohio. You can enter these
contests as often as you like, but each
entry must be accompanied by one
Large and one Medium size Ivory Soap
wrapper (or facsimiles).

3. Cash prizes in each weekly contest
will be 400—\$10 bills. The winner of
the grand prize of \$100 a month for life
will be selected from the winners of the
\$10 prizes. This annuity will be provided
by a policy issued by The Northwestern
Mutual Life Insurance Company and
paid for by Procter & Gamble. The
grand prize-winner will receive \$5,000
extra cash if the winning entry is sub-

mitted (a) on entry blank from your
dealer or (b) on a sheet of paper on
which an Ivory Soap dealer has signed
his name and address. Grand prize-
winner may take \$20,000 cash instead
of \$100 a month for life.

4. There will be six weekly contests, each
with an identical list of prizes. Opening
and closing dates:

CONTEST	OPENING	CLOSING
1st Contest	Sun., Jan. 31	Sat., Jan. 31
2nd Contest	Sun., Feb. 1	Sat., Feb. 7
3rd Contest	Sun., Feb. 8	Sat., Feb. 14
4th Contest	Sun., Feb. 15	Sat., Feb. 21
5th Contest	Sun., Feb. 22	Sat., Feb. 28
6th Contest	Sun., March 1	Sat., March 7

5. Entries received before Saturday,
January 31, will be entered in the first
week's contest. Thereafter, entries will
be entered in each week's contest as
received. Entries for the final week's
contest must be postmarked before mid-

night, March 7, and must be received
by March 21, 1942.

6. Entries will be judged for originality,
sincerity and aptness of thought. The
judges' decision will be final. Duplicate
prizes will be awarded in case of ties.
No entries returned. Entries, contents
and ideas therein become the property
of Procter & Gamble.

7. Any resident over 18 years of age of
the United States, Hawaii or Canada
may compete except employees of
Procter & Gamble, their advertising
agencies and their families. Contests
subject to all Federal, State and Do-
minion regulations.

8. The grand prize-winner's name will
be announced shortly after the close of
the last contest over Ivory Soap's radio
program "Life Can Be Beautiful." All
winners will be notified by mail. Prize-
winner lists will be available approxi-
mately one month after the close of
the last contest.